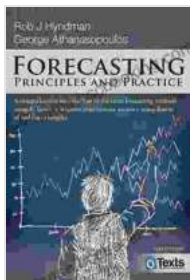


Forecasting Principles and Practice: The Ultimate Guide for Business Professionals

Forecasting is an essential skill for businesses of all sizes. By accurately predicting future trends, companies can make informed decisions about everything from product development to marketing campaigns. However, forecasting can be a complex and challenging process. That's why it's important to have a solid understanding of the principles and practices involved.



Forecasting: principles and practice by Amy C. Edmondson

★★★★☆ 4.6 out of 5

Language : English

File size : 12602 KB

Screen Reader : Supported

Print length : 382 pages

Lending : Enabled



In her book, *Forecasting Principles and Practice*, Amy Edmondson provides a comprehensive guide to the art and science of forecasting. Drawing on her years of experience as a forecasting professional, Edmondson covers everything from the basics of data analysis to the most advanced forecasting techniques.

What You'll Learn in This Book

- The different types of forecasting techniques and when to use them
- How to collect and analyze data for forecasting

- The importance of accuracy and bias in forecasting
- How to use forecasting to make informed business decisions

Who Should Read This Book?

Forecasting Principles and Practice was written for business professionals who want to learn more about forecasting. Whether you're a beginner or an experienced forecaster, you'll find valuable information in this book.

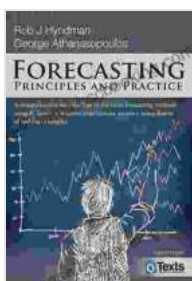
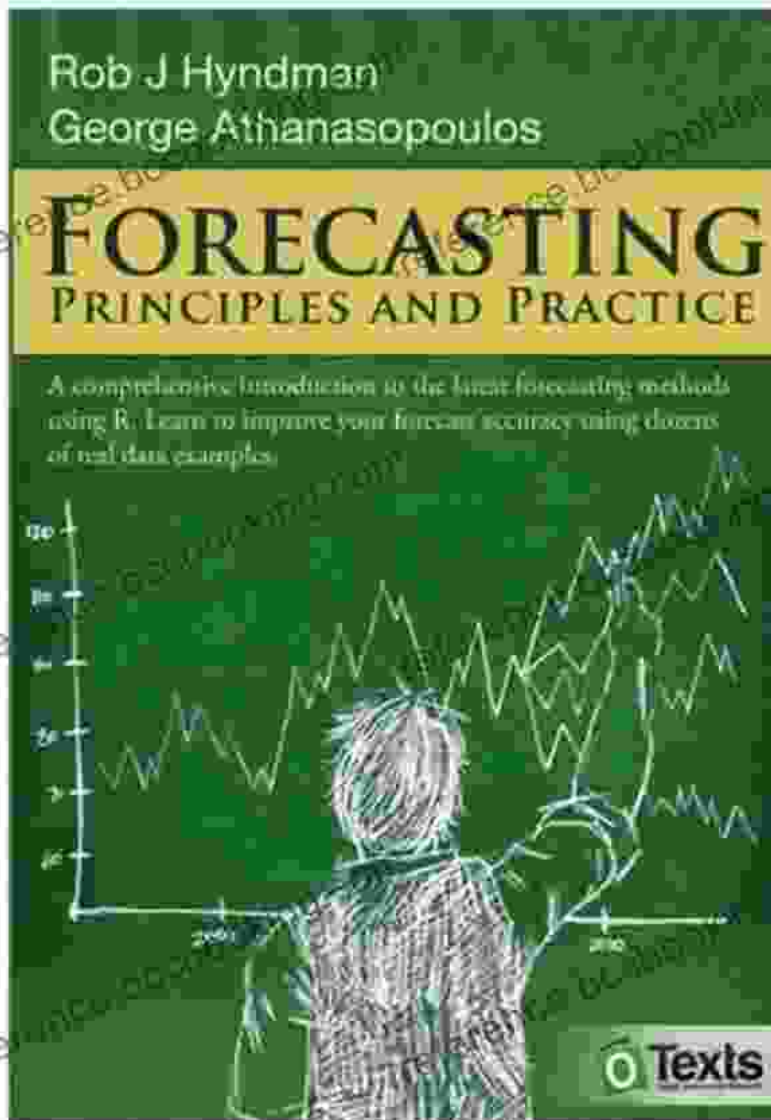
This book is also a great resource for students in business, economics, and finance. It provides a clear and concise overview of forecasting principles and practices.

About the Author

Amy Edmondson is a leading expert in forecasting and business analytics. She has over 20 years of experience in the field, and she has worked with some of the world's largest companies. Edmondson is also a professor at the Wharton School of the University of Pennsylvania.

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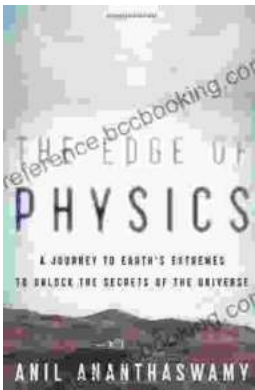
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