



Business Forecasting

Hanke Wichern

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The ninth edition of business forecasting continues to present the basic statistical techniques that are useful for preparing individual business forecasts and long-range plans. The book is written in a simple straightforward style and makes extensive use of practical business examples. Sixty five cases appear at the end of chapters to provide the necessary link between theoretical concepts and their real-world applications. The emphasis is on the application of techniques by management for decision making. Following are the new or improved features in this edition: twelve new cases and thirty-two new problems have been added. Data sets have been updated. An example of how to use minitab 15 in a forecasting situation is demonstrated at the end of most chapters. An example of how to use excel 2003 to solve a forecasting problem is demonstrated at the end of most chapters.

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