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Review of "Principles of Business Forecasting" new textbook: Principles of Business Forecasting (PoBF; Ord & Fildes, 2013), a 506-page tome full of forecasting wisdom. Coverage and Sequencing PoBF follows a commonsense order, starting out with chapters on the why, how, and basic tools of forecasting. Exponential Smoothing comes next, the workhorse of business forecasting.

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Principles of Business Forecasting, International Edition
Paperback – 16 July 2012 by Keith Ord (Author), Robert Fildes (Author) 4.8 out of 5 stars 10 ratings

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Principles of business forecasting. 2nd ed. Wessex Press Publishing Co. I was invited by Keith Ord and Robert Fildes to join them in writing the much-revised 2nd edition of the book. The book is aimed at both practitioners and students and it differs from typical time series textbooks in being focused on business forecasting, with appropriate focus on various methods, as well as processes and judgemental forecasting.

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