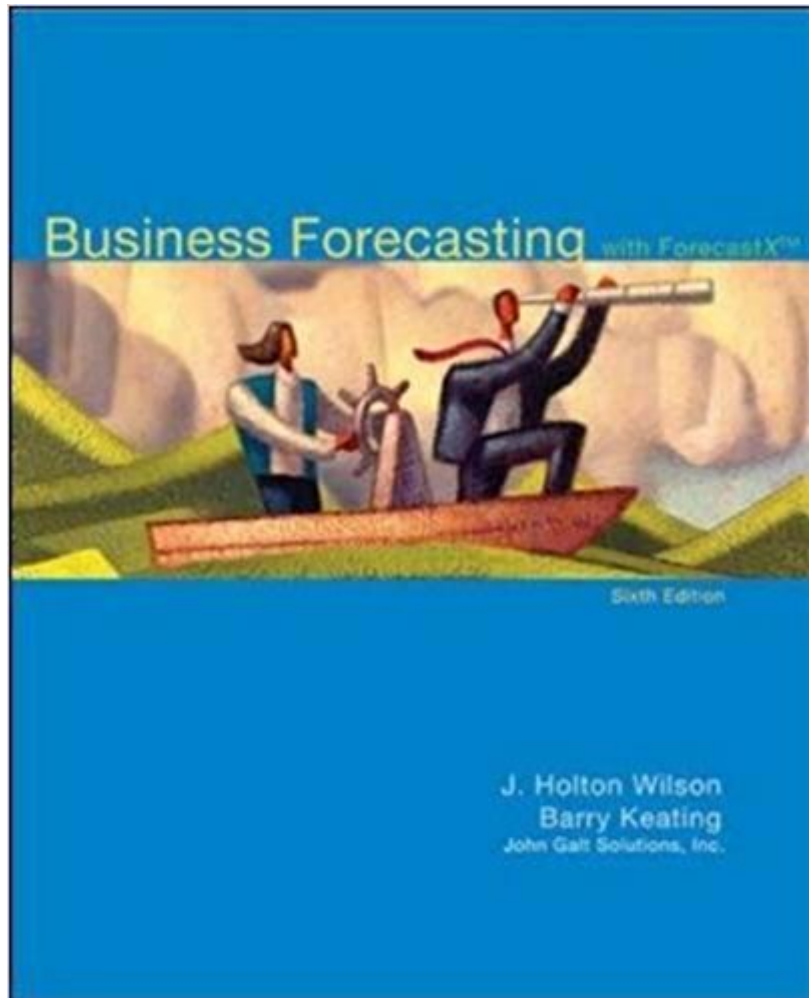




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Business Forecasting With Student CD (Irwin Statistics)



Synopsis

The Sixth Edition of Business Forecasting is the most practical forecasting book on the market with the most powerful software—Forecast X. This edition presents a broad-based survey of business forecasting methods including subjective and objective approaches. As always, the author team of Wilson and Keating deliver practical how-to forecasting techniques, along with dozens of real world data sets while theory and math are held to a minimum.

Book Information

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Customer Reviews

Software company producing Forecast X, which will accompany this edition of BUSINESS FORECASTING.

I had to use this book for a forecasting class in college. It was not my favorite textbook, as some of the concepts were not explained thoroughly enough, which left me feeling lost. There were a lot of different forecasting models that were discussed and it was easy to become lost in the multiple equations that were used for each one. The book also lacked adequate examples for using ForecastX. Most of these examples were at the end of each chapter and the reading never mentioned much about how to use program at all. This made it difficult to know whether I was even performing my forecasting homework correctly or not. Unless you need this book for a class, I would advise against purchasing it to learn more about business forecasting.

Prior to reading this book my understanding of forecasting was fairly narrow. After reading the text and using the ForecastX software, I feel that I've gained a much deeper understanding of forecasting and a better grasp of the tools available for those in the field. The book provides detailed explanations of terminology and methods as well as real world simulations to help build understanding. It gets the point across in a straight forward manner without getting off topic and bogging you down in anything unnecessary. The software is user friendly and their customer support is quick off the mark. Mac users beware though, the software is geared towards Windows users so a Windows PC or Laptop will be necessary. Other than, that it's top notch.

Ok....but the ForecastX program really slows down Excel. I also felt the book could have done better with examples

I bought this book as a reference for some of the business forecasting material I learned in an MBA course. The book was a great companion for the materials. The material was clear and practical. I never used ForecastX before, but was surprised at how easy it was to use and the good tutorials included in the book. What was really pleasant were the real world example data sets included in the problems and examples. They gave a great view on how forecasting is used in the business world. One complaint I had was that ForecastX included on the CD was an older version and didn't run with excel 2010. I emailed the company and managed to get it sorted out in the end.

it is very good. By far one of the most helpful books for forecasting.....I am working on it now.
Great Book

I'm sure this book is great if you actually read it. As someone who is majoring in Operation Research/ Statistics, this book has WAY too many words! I expect forecasting/ statistics texts to take a much more "example based" approach and this book doesn't do that. It simply pages upon pages of text that any stats student is going to get bored reading. It would also have been great to have some solutions provided with the CD but this is not the case.

I ordered this book Friday in the evening and received it Monday when I got home from work. It was in superb condition. I can't believe how quick the arrival was!

Business Forecasting is a great textbook for a business forecasting course particularly if you are looking to pursue a career in business forecasting/supply chain. This textbook is structured so that students examine each concept by learning both the statistical methodology as well as how the concept is utilized to tackle real world situations. This approach is particularly helpful because it sets a foundation for a perspective that connects academic concepts to real world situations. Additionally, it provides some insight into the challenges faced in "the day in the life of a practitioner". The textbook includes a copy of the ForecastX Wizard software. It is really easy to use!! If you want to develop a more in-depth understanding of the forecasting methods I highly recommend using the ForecastX with the problem sets at the end of each chapter. One tip to prevent a really stressful cram session before an exam - if you use MS Office 2010, go to the John Galt Solutions website to download a patch before installing ForecastX Wizard.

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