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"Future Ready: How to Master Business Forecasting is a timely addition to the growing research on management planning and performance measurement." - Dr. Charles T. Horngren, Edmund G. Littlefield Professor of Accounting Emeritus Stanford University.

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If you are working on forecasting, you may be interested by the book from Steve Morlidge and Steve Player: Future Ready - How to master business forecasting. Whereas "Dance with Chance" is more about the limitations of forecasting, the present book is about the way to apply forecasting to existing businesses.

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Future Ready: How to Master Business Forecasting by Steve Morlidge, Steve Player PDF, ePub eBook
Download The recent crisis in the financial markets has exposed serious flaws in management methods.

How to master Business Forecasting by Steve Morlidge & Steve Player Wiley. The best book on the topic of forecasting - A must read for every CFO.

The key message of this book is that while no mortal can predict the future, you can take the steps to be ready for it. 'Good enough' forecasts, wise preparation and the capability to take timely action, will help your organization to create its own future.

Future Ready is an invaluable guide for practicing managers and a source of insight and inspiration to leaders looking for better ways of doing things and to students of the science and craft of management.

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