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# FUTURE READY: HOW TO MASTER BUSINESS FORECASTING

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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Future Ready: How to Master Business Forecasting, Steve Morlidge, Steve Player, The recent crisis in the financial markets has exposed serious flaws in management methods. The failure to anticipate and deal with the consequences of the unfolding collapse has starkly illustrated what many leaders and managers in business have known for years; in most organizations, the process of forecasting is badly broken. For that reason, forecasting business performance tops...

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- Authored by Steve Morlidge, Steve Player
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