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J. Holton Wilson holds a B.A. and B.S. from Otterbein College, an M.B.A. from Bowling Green State University, and a D.B.A. from Kent State University. Dr. Wilson is professor emeritus of marketing at Central Michigan University, where he taught marketing analysis, sales forecasting, and economic analysis for managers. He has published numerous articles in economic, forecasting, and marketing ...

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Wilson is professor emeritus of marketing at Central Michigan University, where he taught marketing analysis, sales forecasting, and economic analysis for managers. He has published numerous articles in economic, forecasting, and marketing journals, as well as several textbooks in these disciplines.

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by Wilson, J. Holton/ Keating, Barry/ John Galt Solutions, Inc. (Edt) The Sixth Edition of Business Forecasting is the most practical forecasting book on the market with the most powerful softwareForecast X.. This edition presents a broad-based survey of business forecasting methods including subjective and objective approaches.

Business Forecasting with Forecast X, 4/e by Wilson and Keating is a broad-based survey of business forecasting methods including subjective and objective approaches. The focus, however, is on the most proven acceptable methods used commonly in business and government such as regression, smoothing, decomposition, and Box-Jenkins. This exciting new edition integrates the most comprehensive software tool available in this market, Forecast X. This excel-based tool (which received a 4 point out 5 rating from PC Magazine, Oct. 2, 2000 issue) effectively uses wizards and many tools to make forecasting easy and understandable. The user may customize output from the Forecast X package in a myriad of ways.

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. This Sixth Edition includes Forecast X software updated for Excel 2007 and Vista. Forecast X is the most comprehensive software tool available in this market and the new version is also backwards compatible for XP Excel 2003 systems. This Excel-based tool effectively uses wizards and many tools to make forecasting easy and understandable.

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The technique of regression analysis is used so often in business and economics today that an understanding of its use is necessary for almost everyone engaged in the field. This book will teach you the essential elements of building and understanding regression models in a business/economic context in an intuitive manner. The authors take a non-theoretical treatment that is accessible even if you have a limited statistical background. It is specifically designed to teach the correct use of regression, while advising you of its limitations and teaching about common pitfalls. This book describes exactly how regression models are developed and evaluated -where real data is used, instead of contrived textbook-like problems. Completing this book will allow you to understand and build basic business/economic models using regression analysis. You will be able to interpret the output of those models and you will be able to evaluate the models for accuracy and shortcomings. Even if you never build a model yourself, at some point in your career it is likely that you will find it necessary to interpret one; this book will make that possible. Included are instructions for using Microsoft Excel to build business/economic models using regression analysis with an appendix using screen shots and step-by-step instructions.

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