

FORECASTING IS VERY DIFFICULT--
ESPECIALLY IF IT IS ABOUT THE FUTURE

"WHEN YOU GET THE URGE TO
PREDICT THE FUTURE, BETTER LIE
DOWN 'TIL THE FEELING GOES AWAY

David Sarnoff, 1956

FORECASTING: *Providing information*

*concerning the future by
interpretation of slender
evidence about which no
doubt is necessarily
suggested.*

Jack P. Wiegand, 1997

KNOWLEDGE IS OF TWO KINDS.

WE KNOW THE SUBJECT OURSELVES

OR

WE KNOW WHERE WE CAN FIND IT.

Dr. Samuel Johnson, 1780

A FEW GOLDEN RULES

Use computers with discretion

Disregard baseless assumptions

Avoid ambiguity

Accept responsibility

Keep your nerve

IF YOU'RE EVER RIGHT,
NEVER LET 'EM FORGET IT.

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[Previous](#)

[Reducing Risk in Forecasting Through Practical Sources and Methods](#)

[Return to Electronic Index Page](#)