



Manual de pronósticos para la toma de decisiones (Spanish Edition)

Arturo Farrera Gutiérrez

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En términos generales, pronosticar es establecer una estimación sobre lo que puede suceder en un futuro. En los negocios, dominar esta actividad reviste especial importancia por su relevancia en la planeación y en el establecimiento de metas para las variables de interés. Es entonces esencial que el tomador de decisiones conozca y domine las diferentes técnicas que existen para la elaboración de pronósticos. En este eBook el lector encontrará explicaciones claras y precisas, y métodos desarrollados paso a paso. Se incluyen ejemplos representativos de cada tema y recursos de apoyo que buscan el entendimiento y comprensión de los métodos y procedimientos, de una forma ágil y dinámica. Aunque el enfoque empleado es hacia la aplicación de los métodos de pronósticos en los negocios, los interesados en las áreas de ingeniería encontrarán también de utilidad los contenidos aquí incluidos.

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