Romeuf, Jean

DU "FLAIR", DE LA PRÉVISION ET DES ENTREPRISES

(About "Instinct", Forecasting and Enterprises)

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Obviously, the innate sense of many businessmen in solving financial, production, trade and other problems cannot be denied. They have managed to close very important transactions with great success. Many enterprise managers act unconsciously, without any special training, to achieve forecasts required by the future unfolding of the activity of their enterprise. This is, however, not all and, whatever the talent of some enterprise managers may be, if they did not display efforts, based on a plentiful documentation for a perfect knowledge of the market, they could not be successful in their activity. The qualities of a businessman are precisely to help him assimilate the required knowledge and appreciate the relative value of the information he receives, in view of enabling him to take the best-suited decision.