Rudolph Lewandowski

LA PREVISION A COURT TERME

Dunod, Paris, 1979

The wide subject-topics approached, the large palette of methods and the scientific character of the presentation make from Rudolph Lewandowski's book, a precious quide for the researchers in the field of forecasting.

The paper covering numerous exemplifications of methods, providing critical points of view of the author and including new forecasting techniques, is useful both to practicians and theoreticians develoing their activity in this field.

The very interesting way of book presentation facilitates an easy understanding of several methods and the ingenious choose of the examples, contributes to avoiding the appropriation-utilization discrepancy characteristic to modern methods of investigating the future.

Besides the forecasting methods and techniques, the book also covers a complete methology of forecasting activity, staging the necessary steps in exploring the future evolution of a phenomenon and providing the criteria of choosing several methods in relation to the specificity of the investigated field.

The book contains 8 chapters, 6 annexes and a rich references.

In the first chapter "Introduction to Short-range Forecasting", the author approaches general problems as: forecasting and dynamic management of enterprises, fields of using short-range forecasting, chronologic series and their economic interpretation, general methods of analysing the chronologic series.

The second chapter "Short-range Forecasting Methods" includes firstly a dictionary" of the terms used in short-range forecasting. Further, there are presented the methods specific to short-range forecasting: methods of mobile means, methods of weighted mobile means, methods of exponential adjustment, models of Hold and Winters types, random models, models of Box and Jenkins type (ARIMA).

At the same time, there are presented methods of analysing and forecasting the seasonality.

The third chapter "Dynamic Optimization of Parameters" covers the following problems: criteria of choosing the previsional methods, automatic controlling methods in forecasting systems methods of optimizing the parameters (methods: Dobben de Bruyn, Chow, Trigg and Leach, Matt.). This chapter also contains a system of optimal controlling the parameters, OPS system of Lewandowski.

The fourth chapter "Marketing Activity in Short-range Forecasting" presents several methods of short-range previsional analysis of the activities specific to marketing activities.

In chapter five "Budgetary and Normative Framework", there are analysed in detail the following problems: notion of normativity in short-range forecasting, utilization of forecasting in budgetary adjustment, previsional normative synthesis processes.

The six chapter underlines several forecasting systems integrated and their applications within a firm in Europe.

In chapter seven "How to Organise the Sales Forecasting" there are shown the criteria of choosing the forecasting systems for sales, organizatoric framework and the stages of applying these forecasting systems.

The last chapter "Conclusions" presents points of view of the author concerning the present period and the prospects of short-range forecasting activity.

The monographic character of the book, the detailed presentation of several short-range forecasting techniques, the general methodologic framework of forecasting activity are qualities which recommend this book to all those interested in.

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