

REVIEW OF J. Scott Armstrong, ed. (2001), *Principles of Forecasting: A Handbook for Researchers and Practitioners*. Norwell, MA: Kluwer Academic Publishers

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Review by Paul Sheldon Foote, reprinted with permission from *The Journal of Business Forecasting*, Spring, 2002, 30.

*Principles of Forecasting* is not a collection of introductory articles on forecasting methods. Instead, 40 authors have collaborated to identify principles and the supporting evidence for forecasting principles. By principles, Professor J. Scott Armstrong means: “The purpose of this book is to summarize the knowledge of forecasting as a set of principles. These ‘principles’ represent advice, guidelines, prescriptions, condition-action statements, and rules.” Armstrong’s summary chapter, containing 139 forecasting principles, is available at no cost from the web site for the book (<http://forecastingprinciples.com>). Before you purchase this book, you should read the 139 forecasting principles to determine their value to you.

An example of a forecasting principles is: “Use multiple measures of accuracy.” The conditions for the use of this principles are situations when there is uncertainty about the best measure. For each principle, there is a standard format: description, purpose, conditions, strength of evidence, and source of evidence. All authors included standard features for their chapters: (1) limitations, (2) implications for practitioners, and (3) implications for researchers.

*Principles of Forecasting* will be very useful for forecasting software developers, researchers, and practitioners seeking checklists and support for basic forecasting processes. The authors intended this book to be a handbook containing detailed references to the forecasting literature. The principles are excellent starting points for developing expert systems for forecasting. *Principles of Forecasting* is not an introductory textbook for students new to forecasting.