



1985

# Long-Range Forecasting (2nd Edition)

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**Disciplines**  
Business | Marketing

## REVIEWS OF BOOKS ON FORECASTING

### Principles of Forecasting Web Site

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**J. Scott Armstrong, *Long-Range Forecasting: From Crystal Ball to Computer*, Wiley-Interscience, 1978. First Edition**

#### Summary of Reviews:

(see below for Second Edition)

There were **39 reviews** of the first edition. All but one were favorable. Here are some excerpts:

*Journal of Consumer Research*: "This is one of the most entertaining and thought-provoking books on forecasting and on data analysis that has yet been written." Robert Ferber

*Sloan Management Review*: "*Long-Range Forecasting* is a book that almost anyone involved in forecasting (practicing managers and forecasting professionals alike), will find interesting and useful. It is an unusual book in both style and content." David A. Aaker

*Journal of Marketing Research*: "Pragmatists looking for helpful and useful approaches to real problems will find what they want and, moreover, will find it presented in an entertaining style." Robert G. Brown

*Journal of the Academy of Marketing Science*: "It never fails to stir up the reader's emotion and is alternately stimulating and provoking. It is an exciting and interesting book for mature, independent and experienced readers." C. J. Yan

*Decision Line*: "This book will stun you with its scholarship, entertain you with its comedic style, enlighten you with its perceptive analysis . . . it is a useful reference for students, planners, university professors, market researchers . . ." Robert N. White

*Long-Range Planning*: "An excellent book! . . . Dr. Armstrong has written one of the best books on the subject that I have ever read." Christine MacNulty

*Policy Analysis*: "The book is ambitious, wise, outrageous, humorous, well written, and reflects an extraordinary survey of the literature, as well as considerable practical experience." William Niskanen

*American Demographics*: "The book is a model of readability for a complex subject."  
Martha Farnsworth Riche

*Contemporary Sociology*: ". . . renders even those methods unfamiliar to sociologists readily intelligible through plentiful and well considered examples." Richard Henshel

*Contemporary Psychology*: ". . . a comprehensive, thoughtful and well organized book that reflects the extensive effort to make it both readable and enjoyable." Maynard W. Shelly

*Journal of the Operational Research Society*: ". . . an important book. If you are actively involved in forecasting, you should buy this book." Robert Fildes

*The Accountant*: "The author manages to put over rather heavy and serious material in a fairly human manner so that the reader not only learns but also retains his sanity and self respect. To sell at this sort of price a textbook needs to prove itself to be like Gray's Anatomy, essential reference material for the practitioner – which possibly it is."

*Technological Forecasting and Social Change*: "If you don't like systematic thinking, you won't like this book." Joseph P. Martino

*Academy of Management Review*: "Good books in specialized management topics are so seldom written that when one comes along it deserves consideration by everyone interested in effective management . . . Scott Armstrong's book on *Long-Range Forecasting* should get this special attention. This is the best book on a technical subject in management I have seen." Carl R. Anderson

Five scholars sent **endorsements** to the publisher. Here are three:

"The book is irreverent and fascinating. Armstrong identifies and discusses – with great objectivity – every key issue in forecasting." Robert U. Ayres, author of *Technological Forecasting and Long-Range Planning*

"My copy is now much underlined, with border comments, corners on key pages turned down. etc. – all physical evidence of how absorbing, useful and entertaining I found it to be. I think it is a classic; I certainly know of no other comparable book in the techniques of forecasting. What an incredible amount of work this represents." David Loye, Dept. of Psychiatry, UCLA

"The book presents a marvelously original exposition of long-range forecasting." Philip Kotler

Many **unsolicited letters and phone calls** were received. Some were from leading scholars such as L. Goldberg, S. Wheelwright, P. Kleindorfer, and D. Aaker. I saved 33 letters in my file. Here are excerpts:

"I have read your book with great enthusiasm (filled with godlike spirit), and am now one of your fans. The quality of your work, the approach and the friendliness of the style make LRF one of the best books I have found on the subject." Michael Balle, Coopers & Lybrand, London.

"I think you have a classic, and not just as a critical success, but a classic by the test of usefulness." Julian L. Simon

#### **J. Scott Armstrong, *Long-Range Forecasting*. John Wiley 1985. Second Edition**

I located **9 reviews** of the second edition. All were favorable, including an amazon.com review in 2001.

Two excerpts:

*International Journal of Forecasting*: "LRF is unique among scholarly works in its presentation of material. The writing style is clear, colorful, and at times refreshingly humorous . . . If you read it you will learn something valuable about forecasting models that is not available anyplace else. . . In sum, the second edition of LRF is superb." Steven P. Schnaars

*Personnel Psychology*: ". . . this is the most readable and understandable book on a technical managerial issue that I have come across in some time . . . Armstrong's book will continue to be the authoritative work in long-range forecasting. It is a lot to digest, but it is well worth the effort." Daniel J. Gallagher