

Management of Insurance Operations



[Management of Insurance Operations_下载链接1](#)

著者:Shim, Jae K.

出版者:

出版时间:2009-3

装帧:

isbn:9781906403348

This book provides a working knowledge of the fundamentals of business forecasting that can be applied in the real world regardless of firm size. It takes the reader through basic forecasting methodology, and then practical applications. All aspects of business forecasting are discussed making this book a comprehensive, valuable reference. What is unique about this book is threefold. First, this book is practically oriented. It avoids theoretical, rigorous, and mathematical discussions. It gets directly into how to use it, when to use, what it is used for, and what resources are required of it. Secondly, it incorporates the use of computer and information technology. Thirdly, the book goes much beyond just sales forecasting. It encompasses a wide range of topics of major importance to practical business managers, including economic forecasting, cash flow forecasting, cost prediction, earnings forecasts, and much more.

作者介绍:

目录:

[Management of Insurance Operations_ 下载链接1](#)

标签

评论

[Management of Insurance Operations_ 下载链接1](#)

书评

[Management of Insurance Operations_ 下载链接1](#)