



# Métodos de pronósticos para negocios (Spanish Edition)

*José Enrique Montemayor Gallegos*

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Este eBook estudia los métodos cuantitativos: univariados y multivariados. Los univariados determinan el patrón histórico de la variable, asumen que se mantiene en el futuro y lo aprovechan para realizar pronósticos; por su parte, los multivariados, mediante una relación causal establecida por la teoría o la lógica, asumen que los valores futuros de la variable bajo estudio se pueden determinar proyectando los valores de variables de influencia que podrían ser o no controladas por el investigador.

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