

## **Special Issue on Simple Versus Complex Forecasting**

Journal of Business Research

Volume 68, Issue 8, Pages 1657-1818 (August 2015)

1. **Simple versus complex forecasting: The evidence.** 1678-1685  
Green, K. C., & Armstrong, J. S., <http://dx.doi.org/10.1016/j.jbusres.2015.03.026>.
2. **Golden Rule of Forecasting: Be conservative.** 1717-1731  
Armstrong, J. S., Green, K. C., & Graefe, A., <http://dx.doi.org/10.1016/j.jbusres.2015.03.031>.
3. **Is there a Golden Rule?** 1742-1745  
Fildes, R., & Petropoulos, F., <http://dx.doi.org/10.1016/j.jbusres.2015.01.059>.
4. **Is a more liberal approach to conservatism needed in forecasting?** 1753-1754  
Goodwin, P., <http://dx.doi.org/10.1016/j.jbusres.2015.01.060>.
5. **The Golden Rule of Forecasting: Objections, refinements, and enhancements.** 1702-1704  
Soyer, E., & Hogarth, R. M., <http://dx.doi.org/10.1016/j.jbusres.2015.03.029>.
6. **Conservative forecasting with the damped trend.** 1739-1741  
Gardner Jr., E. S., <http://dx.doi.org/10.1016/j.jbusres.2015.03.033>.
7. **Golden rule of forecasting rearticulated: Forecast unto others as you would have them forecast unto you.** 1768-1771  
Green, K. C., Armstrong, J. S., & Graefe, A., <http://dx.doi.org/10.1016/j.jbusres.2015.03.036>.
8. **The bias bias.** 1772-1784  
Brighton, H., & Gigerenzer, G., <http://dx.doi.org/10.1016/j.jbusres.2015.01.061>.
9. **Simple versus complex selection rules for forecasting many time series.** 1692-1701  
Fildes, R., & Petropoulos, F., <http://dx.doi.org/10.1016/j.jbusres.2015.03.028>.
10. **Forecasting new product trial with analogous series.** 1732-1738  
Wright, M. J., & Stern, P., <http://dx.doi.org/10.1016/j.jbusres.2015.03.032>.
11. **Decomposition of time-series by level and change.** 1755-1758  
Tessier, T. H., & Armstrong, J. S., <http://dx.doi.org/10.1016/j.jbusres.2015.03.035>.
12. **Improving forecasts using equally weighted predictors.** 1792-1799  
Graefe, A., <http://dx.doi.org/10.1016/j.jbusres.2015.03.038>.
13. **Picking profitable investments: The success of equal weighting in simulated venture capitalist decision making.** 1705-1716  
Woike, J. K., Hoffrage, U., & Petty, J. S., <http://dx.doi.org/10.1016/j.jbusres.2015.03.030>.
14. **Forecasting intermittent inventory demands: simple parametric methods vs. bootstrapping.** 1746-1752  
Syntetos, A. A., Babai, M. Z., & Gardner Jr., E. S., <http://dx.doi.org/10.1016/j.jbusres.2015.03.034>.
15. **Relative performance of methods for forecasting special events.** 1785-1791  
Nikolopoulos, K., Litsa, A., Petropoulos, F., Bougioukos, V., & Khammash, M., <http://dx.doi.org/10.1016/j.jbusres.2015.03.037>.
16. **Improving forecasts for noisy geographic time series.** 1810-1818  
Huddleston, S. H., Porter, J. H., & Brown, D. E., <http://dx.doi.org/10.1016/j.jbusres.2015.03.040>.
17. **When simple alternatives to Bayes formula work well: Reducing the cognitive load when updating probability forecasts.** 1686-1691  
Goodwin, P., <http://dx.doi.org/10.1016/j.jbusres.2015.03.027>.
18. **Collective wisdom: Methods of confidence interval aggregation.** 1759-1767  
Lyon, A., Wintle, B. C., & Burgman, M., <http://dx.doi.org/10.1016/j.jbusres.2014.08.012>.
19. **Communicating forecasts: The simplicity of simulated experience.** 1800- 1809  
Hogarth, R. M., & Soyer, E., <http://dx.doi.org/10.1016/j.jbusres.2015.03.039>.