



Style Guide for Prospective Authors

FORESIGHT seeks to advance the practice of forecasting by publishing useful, readable perspectives on forecasting principles, processes, and methods. FORESIGHT welcomes articles that develop the practical implications of original research, and it encourages submissions from business-forecasting professionals.

Appropriate Themes Include:

- Design, implementation, and management of forecasting processes
- Tutorials and perspectives on forecasting methods
- Measurement of forecast accuracy and principles for improving forecast accuracy
- Forecast presentation issues
- Case studies of forecasting challenges and solutions
- Reviews of forecasting books, software, and other tools
- Forecasting-application issues in related fields, including demand planning, marketing, accounting, finance, and IT

Length of Articles

- Normally, the length of *Foresight* articles will be between 2,500 and 4,500 words, including references. Longer articles may be published in two or more installments.
- Minimize use of mathematical symbols and expressions.
- Limit citations and references to key conclusions and recommendations, so that readers are shown the basis of these points.

Style

- Write concisely and directly. Strive for clarity.
- Write in the active voice, rather than the passive, so that your readers can tell who does what. Use the first person ("I" or "we") rather than the third ("the author" or "the authors").
- Do not force the reader to jump back and forth from text to exhibits to discover your message. Provide captions that explain and interpret your exhibits, instead of leaving the reader to figure out what they mean.
- Avoid expressions that may be appropriate in lectures but not in writing. For example, avoid "Note that . . ." Refrain from prefacing sentences with "Of course"

or "Obviously." If what you are about to say is truly obvious, you wouldn't need to say it.

- **Do Not Use Footnotes or Endnotes.** If what you want to say is important, put it in the text.

Introductory Page

- Title
- Preview (abstract)
- Photo and Bio
- Key bullet points

View existing articles for examples.

Citations in the Text

FORESIGHT follows the same citation rules used by the *International Journal of Forecasting*.

- If you refer to a particular publication, use the authors' last names and the year of publication.
Example: (Baker, 1997), (Reed and Kupper, 2001). When two or more studies are cited, separate by semicolon (Armstrong, 2001; Fildes and Hastings, 1994).
- If you paraphrase an idea from another source, give the names of the authors, followed by the year in parentheses: "Jackson (2002) shows that . . ."
- If you quote or cite a particular statement from a source, give the chapter, section, or page number: "This contrasts directly with the findings of Pope and Peel (1988, p. 324)."
- For internet citations, give the full URL, followed by the date you last accessed the URL: www.forecasters.org (accessed June 24, 2005).

References

Put references at the end of the paper. Alphabetize references by the last name of the first author. For more than one paper with the same author(s), list chronologically beginning with the most recent.

For articles: Makridakis, S. & Hibon, M. (2000). The Accuracy of Time Series Extrapolation Methods: Results of a Forecasting Competition, *Journal of Forecasting*, 16, 451-476.

For books: Brown, Robert G. (1959). *Statistical Forecasting for Inventory Control*, New York: McGraw Hill.

For collective works: Armstrong, J. S. (2001). Combining forecasts. In J. S. Armstrong (Ed.), *Principles of Forecasting: A Handbook for Researchers and Practitioners*, Boston: Kluwer Academic Publishers.

Instructions for Submission

Submit manuscripts electronically to FORESIGHT Editor Len Tashman (LenTashman@forecasters.org). Include the following contact information:

Name, Organizational Affiliation
Mailing Address (Home or Office)
Phone
Email
Website

You may also submit plans (one or two pages) for papers to obtain editorial feedback on the appropriateness of the topic, suggestions for subject-matter coverage, or contact information for others working on the same issues.