

## Can We Avoid Marketing Blunders?

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Here is what Dave Barry says (*Things I Have Learned in 50 Years*): “If you had to identify, in one word, the reason why the human race has not achieved, and never will achieve, its full potential, that word would be meetings.”

A substantial amount of research has shown that traditional business meetings do a poor job at making predictions and decisions. However, there is research on how to improve meetings. Much of this research has been captured in the Delphi technique. Use of the Delphi technique can produce enormous improvements in the quality of forecasting and decision-making. This is the implication of the paper recently chosen by the Directors of the International Institute of Forecasters and the Associate Editors of the *International Journal of Forecasting* as the best paper in the *IJF* for 1998-9:

Gene Rowe and George Wright (1999) “The Delphi technique as a forecasting tool: Issues and analysis,” *International Journal of Forecasting*, 15, 353-375.

A description of this paper is available on the ‘Papers/Journals’ page at <http://forecastingprinciples.com>