
Imaginary numbers

Imaginary
numbers

1351

Even though it might seem odd
to measure the months ahead,
it's only natural
to place value on the budget.

It might not be perfect but –
to be positive –
it's a prime management tool,
and rational (on the whole).

You could just stick a digit in the air
and go figure a future
that will never exist,
but it might come back to haunt you.

Christopher John Cowton

Huddersfield Business School, University of Huddersfield, Huddersfield, UK

