

1. Record Nr.	UNINA9910462520603321
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Titolo	Scenario planning [[electronic resource] ] : a field guide to the future / / Woody Wade ; designed by Nathalie Wagner
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2012
ISBN	1-280-59192-7 9786613621757 1-118-22692-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (206 p.)
Altri autori (Persone)	WagnerNathalie
Disciplina	658.4/01
Soggetti	Business forecasting Strategic planning Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Scenario Planning: A Field Guide to the Future; What's in this book?; Introduction; Chapter 1: Escaping the Tyranny of the Present; Chapter 2: How-To; Chapter 3: Case Studies: The Real World; Chapter 4: Black Swans; Chapter 5: Are You Ready?; Postscript: Thinking the Unthinkable; Photo credits
Sommario/riassunto	"Is your business ready for the future? Scenario planning is a fascinating, yet underutilized, business tool that can be of immense value to a company's strategic planning process. It allows companies to visualize the impact that a portfolio of possible futures could have on a company's fortunes. It helps decision-makers see opportunities and threats that could emerge beyond their normal planning horizon. Scenario Planning serves as a guide to the looking at your business, and the world, years from now, posing thoughtful questions about the possible consequences of some current (and possible future) trends. This book will help you: Outline (and help you prepare for) any trends that could play out in the future that change the political, social, and economic landscapes and significantly impact your business Explore the impact of technological advances and newly available products to your business Examine challenges that are only dimly recognizable as

potential problems today This visual book will help you answer this  
question: Is my organization ready for every possibility?"--

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