

1. Record Nr.	UNIPARTHENOPE000010169
Autore	Masdea, Antenore
Titolo	Elementi di architettura e di costruzione navale : geometria della nave, bordo libero, stazza, stabilità, rollio, resistenza al moto, costruzione, varo, allestimento, raddobbo, regolamento di sicurezza : ad uso degli alunni degli Istituti nautici e dei naviganti / Antenore Masdea
Pubbl/distr/stampa	Padova : CEDAM, 1958
Titolo uniforme	Elementi di architettura e di costruzione navale
Edizione	[8. ed.]
Descrizione fisica	VIII, 387 p., [4] c. di tav. : ill. ; 25 cm
Disciplina	623.81
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Lingua di pubblicazione	Italiano
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Livello bibliografico	Monografia

2. Record Nr.	UNINA9910786561103321
Autore	Wilkinson Angela
Titolo	The essence of scenarios : learning from the Shell experience // Angela Wilkinson and Roland Kupers [[electronic resource]]
Pubbl/distr/stampa	Amsterdam : , : Amsterdam University Press, , 2014
ISBN	90-485-2209-9
Descrizione fisica	1 online resource (168 pages) : digital, PDF file(s)
Disciplina	658.4012
Soggetti	Strategic planning
Lingua di pubblicazione	Inglese
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Note generali	Title from publisher's bibliographic system (viewed on 22 Feb 2021).
Nota di contenuto	Front matter -- Table of Contents -- Acknowledgements -- Preface / Ho, Peter -- Introduction: The "Gentle Art" -- Sources -- I. A Unique Legacy -- II. Shell Scenarios - A History, 1965-2013 -- III. The Essence of the Shell Art -- IV. Looking Ahead -- V. Conclusion -- Epilogue: Scenario Team Leaders -- Afterword -- Appendix A - Timeline -- Appendix B - Summary of Scenarios -- Index
Sommario/riassunto	In 1965, Royal Dutch Shell started experimenting with a new approach to preparing for the future. This approach, called scenario planning, eschewed forecasting in favor of plausible alternative stories. By using stories, or 'scenarios,' Shell aimed to avoid the false assumption that the future would look much like the present - an assumption that marred most corporate planning at the time. The Essence of Scenarios offers unmatched insight into the company's innovative practice, which still has a huge influence on the way businesses, governments, and other organizations think about and plan for the future. In the course of their research, Angela Wilkinson and Roland Kupers interviewed almost every living veteran of the Shell scenario planning operation, along with many top Shell executives from later periods. Drawing on these interviews, the authors identify several principles that characterize the Shell process and explain how it has survived and thrived for so long. They also enumerate the qualities of successful Shell scenarios, which above all must be plausible stories with logical trajectories. Ultimately, Wilkinson and Kupers demonstrate the value of scenario planning as a sustained practice, rather than as a one-off

exercise.
