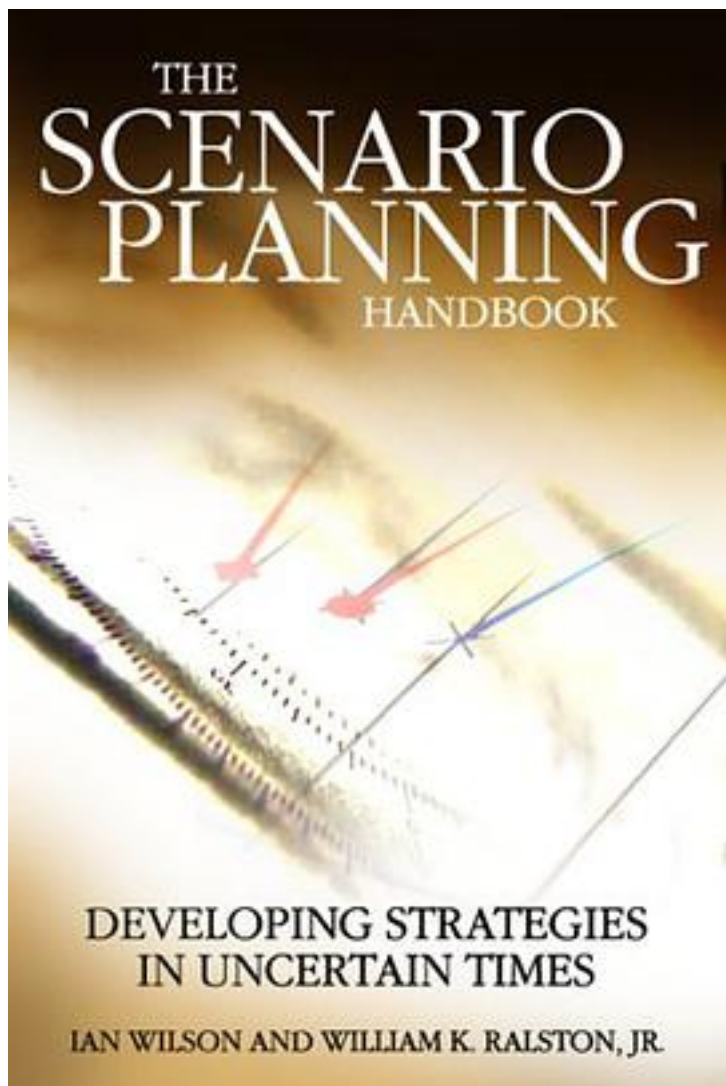


# Scenario Planning Handbook



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A cornerstone technique for strategic planning and execution, scenario planning is the best technique that takes into account the many uncertainties that are the reality of today's world. The primary objective of SCENARIO PLANNING HANDBOOK is to provide decision makers the insight and means to apply this technique in changing the way they think about and plan for the future. Scenario-based strategy both confronts and deals with uncertainty and leads to a strategy that is focused but resilient, specific but flexible. Extremely practical, this detailed handbook for developing and using scenarios guides readers step by step through the sequence and intricacies of a scenario project and the subsequent strategic decision-making. It explains what scenarios are and are not, when they are needed, as well as their uses and benefits. It also deals with cultural and organizational changes that an organization must undertake to maximize the benefits of scenario-based planning. This resourceful handbook is an excellent resource for CEOs, COOs, and general managers confronted with making major decisions today that will play out in the twists and turns of an uncertain environment.

作者介绍:

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