



Scenarios: The Art of Strategic Conversation

By Kees van der Heijden

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Scenario planning allows companies to move away from linear thinking and better understand external change. Eight years (and 30,000 copies) after publication *Scenarios* is still acknowledged as the definitive work in the field. Now, Kees van der Heijden brings his bestseller up to date, following up on his original case studies and adding significant new material. The *Second Edition* changes focus slightly by providing more in-depth analysis and application of the concept of the 'strategic conversation'. While maintaining the underlying rigour of the first edition, van der Heijden revisits the text to make it far more practical and accessible, and in doing so gives you the tools you need to set out and negotiate a successful future course for your organization in the face of significant uncertainty.

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Scenarios: The Art of Strategic Conversation By Kees van der Heijden Bibliography

- Sales Rank: #303855 in Books
- Brand: imusti
- Published on: 2005-01-14
- Original language: English
- Number of items: 1
- Dimensions: 9.15" h x 1.09" w x 6.46" l, 1.51 pounds
- Binding: Hardcover
- 382 pages



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Editorial Review

Review

“...all important subjects for the modern manager are covered in 5 parts...” (Business Books – web)

From the Publisher

This book shows how to use scenarios--a powerful new approach to strategic planning--to pilot your company profitably through unknown territory. First developed at Royal Dutch/Shell, scenario planning is a technique that enables you to imagine--and prepare for--discontinuous change. When initially developed, scenario planning helped companies understand external change--change in markets, the competitive arena, technology, demographics and so on. In this book, the author takes the art of scenario planning one giant step further. After tackling external forces, he shows you how to apply the logic of scenario planning to internal forces. When applied internally as well as externally, scenarios become the driving force for learning as well as planning.

From the Inside Flap

The *Second Edition* features brand new material throughout, and places increased emphasis on the essential link between organizational success and unique insights and original ideas. In addition, the entire text has been rewritten to bring it up-to-date and make it more practical whilst retaining the underlying rigour. A new website offers support materials for tutors.

Scenarios: The Art of Strategic Conversation, Second Edition will help you:

- Break out of the organization's 'thinking box' and take a wider perspective
- Understand the unique drivers of an organization's success by articulating its central business idea
- Develop scenarios as alternative ways of making sense of what is happening in the business environment, and use them to become more secure with the future
- Gain new understanding of the organization in its 'playing field', using narrative and storylines to articulate the overall systemic framework and make it visible
- Do all of this as an organizational process, to impact thinking of the organization as a whole and to prepare it for action.

Users Review

From reader reviews:

Fannie Wymer:

Do you have favorite book? For those who have, what is your favorite's book? Publication is very important thing for us to learn everything in the world. Each publication has different aim as well as goal; it means that guide has different type. Some people experience enjoy to spend their time and energy to read a book. They can be reading whatever they consider because their hobby is actually reading a book. What about the person who don't like reading through a book? Sometime, particular person feel need book if they found difficult problem or even exercise. Well, probably you will need this Scenarios: The Art of Strategic Conversation.

Gail Kennedy:

A lot of people always spent all their free time to vacation or even go to the outside with them friends and family or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you would like try to find a new activity honestly, that is look different you can read a book. It is really fun in your case. If you enjoy the book that you just read you can spent all day long to reading a reserve. The book Scenarios: The Art of Strategic Conversation it is extremely good to read. There are a lot of people that recommended this book. They were enjoying reading this book. Should you did not have enough space to create this book you can buy often the e-book. You can m0ore effortlessly to read this book from a smart phone. The price is not very costly but this book features high quality.

Julie Harris:

People live in this new morning of lifestyle always try to and must have the free time or they will get wide range of stress from both daily life and work. So , if we ask do people have time, we will say absolutely indeed. People is human not really a huge robot. Then we inquire again, what kind of activity are there when the spare time coming to a person of course your answer may unlimited right. Then ever try this one, reading ebooks. It can be your alternative throughout spending your spare time, the particular book you have read is usually Scenarios: The Art of Strategic Conversation.

Edward Doucet:

The book untitled Scenarios: The Art of Strategic Conversation contain a lot of information on the idea. The writer explains the woman idea with easy technique. The language is very clear and understandable all the people, so do not necessarily worry, you can easy to read the idea. The book was published by famous author. The author provides you in the new time of literary works. It is possible to read this book because you can continue reading your smart phone, or device, so you can read the book within anywhere and anytime. If you want to buy the e-book, you can open their official web-site as well as order it. Have a nice learn.

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