



Learning from the Future: Competitive Foresight Scenarios

Liam Fahey , Robert Randall (Editor)

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This innovative text offers companies and their decision makers a chance to learn from the future before it happens. This new technique of forecasting future economic, political and other possible developments within an organization, is called scenario planning. Shows how to create, develop, and explore different types of scenarios and how to link them to future decision making.

Learning from the Future: Competitive Foresight Scenarios Details

Date : Published November 10th 1997 by Wiley (first published October 1997)

ISBN : 9780471303527

Author : Liam Fahey , Robert Randall (Editor)

Format : Hardcover 464 pages

Genre : Business, Nonfiction



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A book written by multiple authors who are gurus of scenario business planning. The book is about how to develop scenarios in your business, what will be the futur of the market looks like from here 5 or 10 years, how to spot possible and critical future changes that may create opportunities or threats. How an eventual change in your clients habits, a new advance in technology, a new coming competitor may affect your market share.

Anand says

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