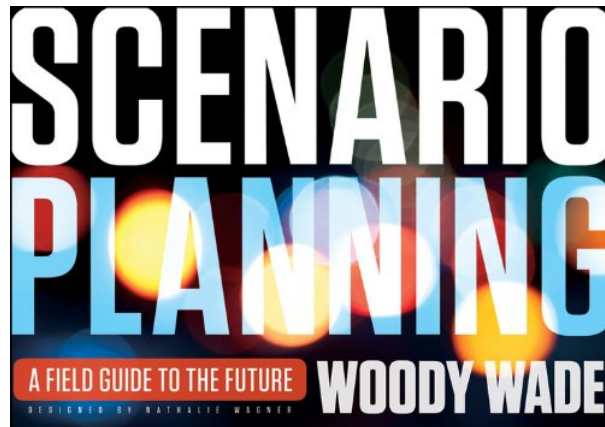
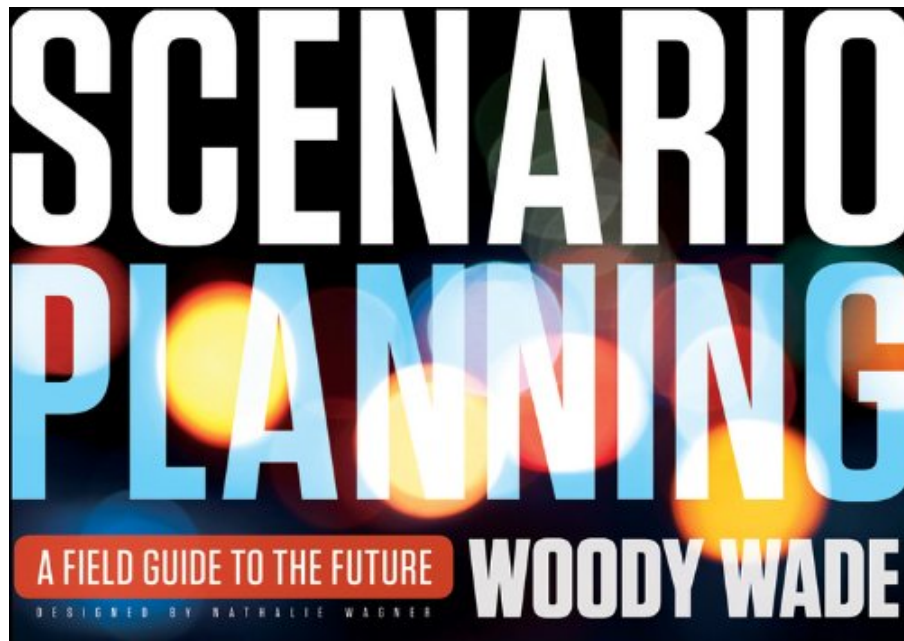


SCENARIO PLANNING: A FIELD GUIDE TO THE FUTURE BY WOODY WADE



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From the Back Cover

Is your business ready for the future?

While crystal balls cannot actually see into the future, a methodology does exist that can help you visualize it. Or to be more precise, this methodology helps you see a range of alternative futures—or scenarios—that could plausibly emerge, depending on how current developments continue to unfold.

Scenario Planning serves as a guide to looking at your business, and the world, years from now, posing thoughtful questions about the possible consequences of current (and possible future) trends. It helps decision-makers see opportunities and threats that could emerge beyond their normal planning horizon. This book will help you:

- Outline (and prepare for) any trends that could change the political, social, and economic landscapes and significantly impact your business
- Explore the impact of technological advances and new competitors
- Examine challenges that are only dimly recognizable as potential problems today

This visual book will help you answer the question, "Is my organization ready for every possibility?"

About the Author

WOODY WADE heads Wade & Co., a management consultancy focused on business foresight, and frequently speaks on the topic of future trends. With an MBA from Harvard Business School, he has more than thirty years of business experience, specifically in international marketing and strategy development. He has worked for two Swiss private banks; served as a member of the executive board of the Geneva-based World Economic Forum; and was the marketing director of the world-renowned Ecole Hôtelière de Lausanne.

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Scenario planning is a fascinating, yet still 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 their competitiveness. It helps decision-makers see opportunities and threats that could emerge beyond their normal planning horizon. Scenario Planning serves as a guide to taking a long-term look at your business, your industry, and the world, 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 could change the political, social, and economic landscapes and significantly impact your business
- Explore the impact of technological advances and the emergence of new competitors to your business
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Most helpful customer reviews

2 of 3 people found the following review helpful.

Finally, a first-rate primer on scenario planning

By Stephen Klimczuk-Massion

This new (and visually striking) book fills a big gap in the marketplace -- in fact, it's now the must-read primer for anyone interested in scenario planning. Until now, books on this subject were either very dry and academic, or fluffy "futurist" works. Where, I wondered, was the basic (but comprehensive) introduction and "how to" guide to the field? Well, I'm delighted to say this author has filled the gap with a lushly illustrated work that uses visuals explain the "how and why" of scenarios, and how to apply them for a wide variety of business, government, and non-profit purposes. Nicely weaved into the book are the author's own views on eleven key trends shaping the future. Bravo! Maybe we can all see the future a bit more clearly now...

7 of 7 people found the following review helpful.

Great

By Jim Henderson

I teach the concept of scenario planning to students in a strategy class, but I never found a book that explained it clearly and easily.

Now I have: this book has a completely practical focus and walks you through the process step by step. It's also a beautifully designed book.

I will test it out with my class in the upcoming semester.

3 of 3 people found the following review helpful.

A great book for university courses as well.

By S. Card

This is a great book; clear, intelligent and practical. I chose this book for an upper level Strategic Planning course. Students made great use of the material. I looked at a number of options for a text covering the scenario planning part of the course. No other book came close.

What is particularly helpful is the combination of conceptual, design and practical thought shown in the book's development. Scenario planning is often presented in ways that are either impenetrable or trivial. Theory and practice are well integrated here and there is nothing misplaced in that integration.

I recommend this book without hesitation.

See all 18 customer reviews...

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