



future.

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Title Scenario planning : managing for the future

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Abstract

The history of scenario planning is rich and v people have tried to make decisions today by tomorrow. When that tomorrow was more pr with uncertainty, those possibilities had a go ones. Now, however, the only given constant change itself. In an environment where infor an information revolution, and where the rul breathtaking speed, planning can seem more foresight. But, as this book shows, there are n unpredictability. The scenario planning tech book will help to think about uncertainty in a studies including ICL, British Airways and Un fact that those who feel scenario planning toc should take another look at its usefulness in change.

xmlui.dri2xhtml.METS-1.0.item-description-miscellaneous 421 p., fig., ref. bib. : 5 p.1/2

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