



## Learning from the Future: Competitive Foresight Scenarios Advantage Through Scenario Planning

By Liam Fahey, Robert M. Randall

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Learning from the Future: Competitive Foresight Scenarios Advantage Through Scenario Planning, Liam Fahey, Robert M. Randall, "Scenarios are now a part of every successful manager's toolkit. This book is the first comprehensive guide to the latest developments in scenario thinking written by today's leading practitioners in the field." - Napier Collyns, a pioneer of scenario planning at Dutch/Shell now Managing Director, Global Business Network (GBN) "In twenty years of helping companies create and plan for their futures, I have never come across a book that dealt with the use of scenario-based planning as comprehensively as this one." -David Kelley CEO, IDEO Product Development the creators of the Apple Mouse "This book is the greatest reference today on scenario planning-the preeminent tool for those who believe that the future belongs to those with the imagination to create it. The combination of scenario planning and strategy formulation can be a wondrous right brain process that galvanizes teams with a compelling vision and common purpose." -David E. Schnedler Director, Corporate Planning Sun Microsystems, Inc. "Organizations must create intellectual and organizational tension around distinctly different views of the future. Learning from the Future demonstrates...

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