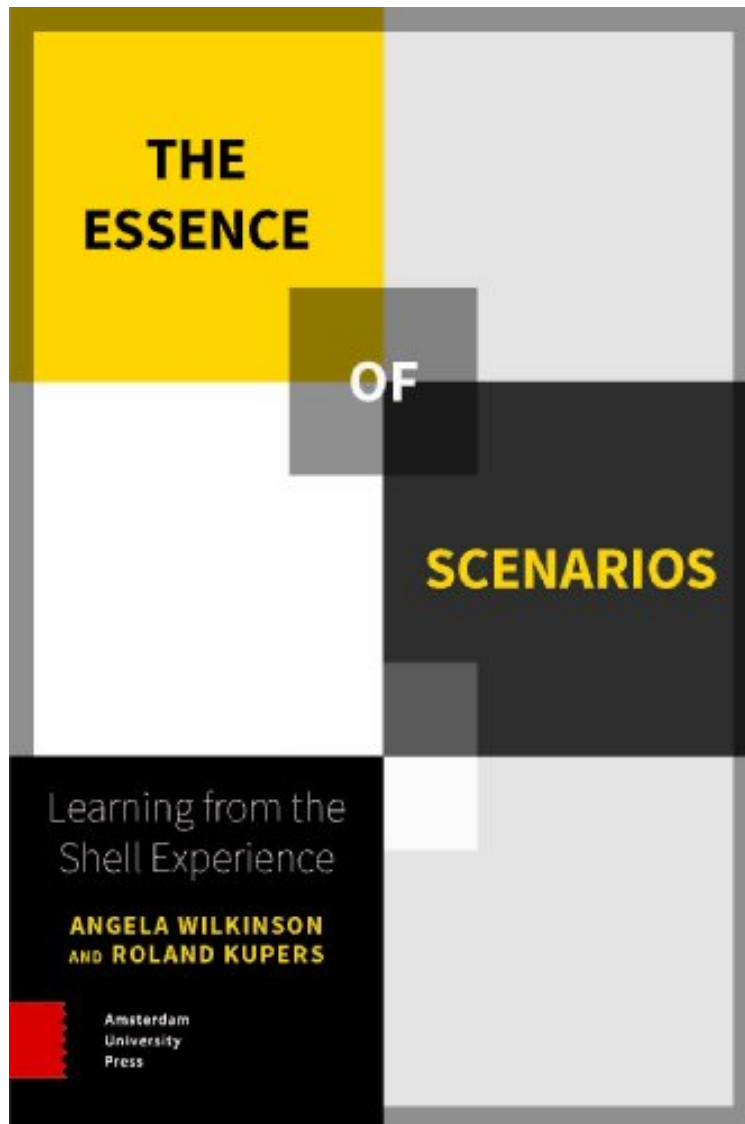


The Essence of Scenarios

Angela Wilkinson

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Angela Wilkinson : The Essence of Scenarios before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Essence of Scenarios:

0 of 0 people found the following review helpful. If you want to or are using Scenario-based Strategy this is essential reading. By Louis This book has been carefully crafted by two of the best practitioners and thinkers in the field of Scenario-based Strategy. They have assembled the definitive record by speaking to everybody who had a direct hand in creating the important field of scenarios. IN these times of rapid change the world needs to understand how to deal with change as a constant and avoid dealing with continuous, disruptive change as a project. Leadership needs to build infrastructure for continuous learning as competitive advantage. This exciting perspective on futures work is evidence

based and will stabilize the practice on the foundations upon which it was developed in Shell Group Planning.0 of 0 people found the following review helpful. Five StarsBy CustomerGreat

This is a major case study of scenario planning, something that is not easily available to the student of this subject. Kees van der Heijden, Director and co-founder of the Global Business Network (GBN) in the United States. Emeritus Professor, Strathclyde University. Former head of the Business Environment Division in Group Planning at Royal Dutch/Shell and author of the bestselling business book 'Scenarios: the Art of Strategic Conversation'|With unique access to all the Shell players, this study, should be extremely useful for all those companies and governments that have already introduced or that will be introducing scenario planning in the near future. It will help their managers to learn much more quickly how to improve their planning procedures and better deal with the unknowable future. The book shows the value of scenario use as a sustained practice, rather than as a one-off exercise

ldquo;This is a major case study of scenario planning, something that is not easily available to the student of scenario planning.rdqo;