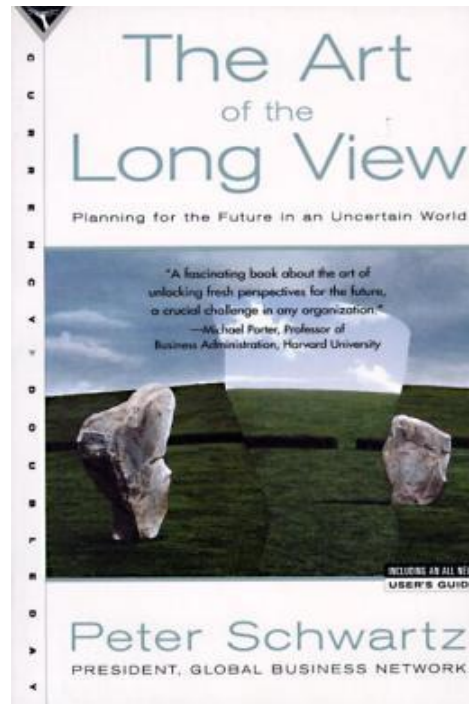


# Leggi ebook The Art Of The Long View: Planning For The Future In An Uncertain World

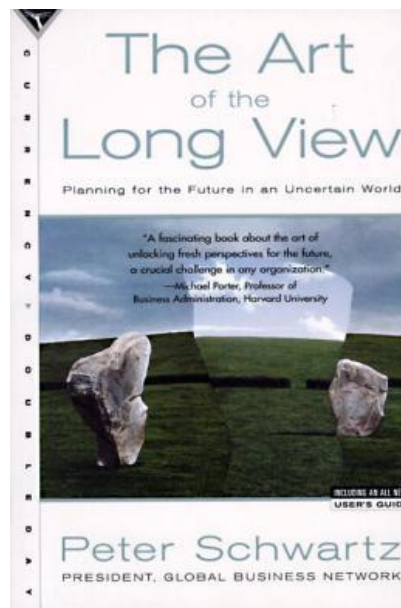
By Peter Schwartz



What increasingly affects all of us, whether professional planners or individuals preparing for a better future, is not the tangibles of life--bottom-line numbers, for instance--but the intangibles: our hopes and fears, our beliefs and dreams. Only stories--scenarios--and our ability to visualize different kinds of futures adequately capture these intangibles. In *The Art of the Long View*, now for the first time in paperback and with the addition of an all-new *User's Guide*, Peter Schwartz outlines the scenaric approach, giving you the tools for developing a strategic vision within your business. Schwartz describes the new techniques, originally developed within Royal/Dutch Shell, based on many of his firsthand scenario exercises with the world's leading institutions and companies, including the White House, EPA, BellSouth, PG&E, and the International Stock Exchange.



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