



Business Planning for Turbulent Times: New Methods for Applying Scenarios (The Earthscan Science in Society Series)

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The world is increasingly turbulent and complex, awash with disruptions, tipping points and knock-on effects exemplified by the implosion of financial markets and economies around the globe.

This book is for business and organizational leaders who want and need to think through how best to deal with increasing turbulence, and with the complexity and uncertainty that come with it. The authors explain in clear language how future orientation and, specifically, modern scenario techniques help to address these conditions. They draw on examples from a wide variety of international settings and circumstances including large corporations, inter-governmental organizations, small firms and municipalities. Readers will be inspired to try out scenario approaches themselves to better address the turbulence that affects them and others with whom they work, live and do business.

This second edition extends the use of scenarios planning and methods to tackle the risk and uncertainty of financial markets and the potentially massive impacts on businesses of all kinds, providing powerful tools to give far thinking executives an advantage in these turbulent times.

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