

<<The Art of the Long >>

图书基本信息

书名：<<The Art of the Long View 前瞻的艺术>>

13位ISBN编号：9780471977858

10位ISBN编号：0471977853

出版时间：1996-4

出版时间：吉林长白山

作者：Schwartz, Peter

页数：272

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<The Art of the Long >>

### 内容概要

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 "scenario" approach of giving you the tools for developing a strategic vision within your business .

<<The Art of the Long >>

书籍目录

Preface  
Introduction to the Paperback Edition : The Strategic Conversation--Broadening The Long View  
The Pathfinder ' S Tale  
The Smith&Hawken Story : The Process of Scenario—Building The Scenario—Building  
Animal  
Uncovering the Decision Information- · Hunting and · · Gathering  
Creating Scenario Building  
Blocks  
Anatomy of a New Driving Force : The Global Teenager  
Composing a Plot  
The World in 2005 : Three Scenarios  
Rehearsing the Future  
Epilogue : To My Newborn Son  
Afterword : The Value of a Strategic  
ConversatiOn  
User ' S Guide : HOW to Hold a Strategic Conversation  
Appendix : Steps to Developing Scenarios  
Endnotes  
Scenario Planning : Select Biography  
Index

<<The Art of the Long >>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>