



The Art of the Long View: Planning for the Future in an Uncertain World

By Peter Schwartz



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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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Editorial Review

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Author and president of an international consulting firm, Peter Schwartz presents lessons in thinking for the future. Schwartz offers scenarios from the oil industry that can be applied to all aspects of life. His first-hand accounts, originally developed for Royal Dutch/Shell, are invaluable tools for creative thinking in one's personal life and in business. Schwartz's methods will enable anyone to think more creatively. These tapes offer lessons not found elsewhere. E.L.C. (c)AudioFile, Portland, Maine

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