

<<The Art of the Long >>

图书基本信息

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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 .

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