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Ferguson and Peter Schwartz
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#22: A Triumphant Return to Talking Futurist Peter Schwartz on planning for the unthinkable The Art Of Long View

The art of the long view is definitely a good start for people not too familiar with scenario planning. It covers the topic from start to finish in an example filled but also surprisingly comprehensive fashion, given the length.

Art of the Long View:

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An Uncertain World Peter Schwartz

His first book, *The Art of the Long View* (1991), is considered a seminal publication on scenario planning and was recently voted the No. 1 futures book by the Association of Professional Futurists. He also co-authored *The Long Boom*. Peter is the author of *Inevitable Surprises* (2003), a provocative look at the dynamic forces at play in the world today and their implications for business and society.

The Art Of The Long View: Planning For The Future In An ...

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The Art of the Long View by Peter Schwartz is mainly a training guide for scenario planning. It does not give step-by-step instructions without the reader having to go through the whole book. The book is an easy read but starts out in the first chapter or two seeming like an info commercial trying to set the foundation of the product right before the viewer (or reader) changes the channel.

The Art of the Long View:
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addition of an all-new Peter 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 ...

The Art of the Long View:
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Using the techniques Peter Schwartz presents for the first time in The Art of the Long View, can begin to chart the course of their own future or their company's, not with hard

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numbers, but with intangibles: belief in the company, their own hopes and fears, and their reaction to events.

The Art of the Long View - Peter Schwartz - Google Books

His first book, *The Art of the Long View* (Doubleday, 1991) is considered by many to be the seminal publication on scenario planning, was voted the best all time book on the future by the Association of Professional Futurists and is used as a textbook by many business schools.

Summary The Art of the Long

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View - SlideShare

The art of the long view by Schwartz, Peter,

1946-Publication date 1991

Topics Strategic planning,

Business forecasting,

Organizational change,

Planificación estratégica,

Pronóstico de los negocios,

Cambio organizacional,

Strategische planning,

Prognoses,

Organisatieverandering,

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Schwartz

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The art of the long view by
Peter Schwartz, Peter
Schwartz, 1991,
Doubleday/Currency edition,
in English - 1st ed.

The art of the long view
(1991 edition) | Open
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About The Art of the Long
View. 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

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instance—but the intangibles: our hopes and fears, our beliefs and dreams.

The Art of the Long View by Peter Schwartz:

9780385267328 ...

But Peter Schwartz's book takes planning for the future to a much higher level. Subtitled "Planning for the future in an uncertain world", in "The art of the long view" Schwartz illustrates his own successful recipe for practical futurism. He outlines a "scenario" approach for developing a strategic vision.

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ONLINE ART AUCTION. This is our first ever online art auction! The art for sale was created by local artists for our 150 Landmarks exhibition and is currently on display. If you would like to view the art in person, please come by during business hours or make a reservation to attend our Closing Reception on September 19th.

ONLINE ART AUCTION -
Longview Museum of Fine Arts
The Art of the Long View:
Scenario Planning - Pro...
by Schwartz, Peter Hardback

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by ...

LONGVIEW, Texas (KLTV) - It's kind of a big deal, according to those at the Longview Museum of Fine Arts. The American Watercolor Society 153 International Exhibition features some of the best users of the medium in the world, and if it comes back in the next few years, it may be in a different building in Longview.

Longview museum hosts international watercolor exhibit ...

His first book, The Art of

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the Long View (Doubleday, 1991) is considered by many to be the seminal publication on scenario planning, was voted the best all time book on the future by the Association of Professional Futurists and is used as a textbook by many business schools.

Peter Schwartz (futurist) -
Wikipedia

The Art of the Long View:
Planning for the Future in
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