



## The Art of the Long View

*Peter Schwartz*

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## **The Art of the Long View** Peter Schwartz

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 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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