Scenarios: The Art of Strategic Conversation, 2nd Edition
Kees van der Heijden


DESCRIPTION

Scenario planning allows companies to move away from linear thinking and better understand external change. Eight years (and 30,000 copies) after publication Scenarios is still acknowledged as the definitive work in the field. Now, Kees van der Heijden brings his bestseller up to date, following up on his original case studies and adding significant new material. The Second Edition changes focus slightly by providing more in-depth analysis and application of the concept of the ‘strategic conversation’. While maintaining the underlying rigour of the first edition, van der Heijden revisits the text to make it far more practical and accessible, and in doing so gives you the tools you need to set out and negotiate a successful future course for your organization in the face of significant uncertainty.

ABOUT THE AUTHOR

Kees van der Heijden is an Associate Fellow of Templeton College, University of Oxford, and a Visiting Professor at the Netherlands Business School, Nijenrode University. He is also Emeritus Professor of the University of Strathclyde Graduate School of Business, Glasgow, where he has taught General and Strategic Management since 1990. In addition, he is a co-founder of the Global Business Network. Before joining Strathclyde, he was in charge of scenario planning at Royal Dutch/Shell, as head of the Group’s Business Environment Division. This involved advising top management on strategy, as well as development of the process of scenario planning in which Shell has taken a worldwide leading role.
He specializes in scenario planning, strategic change and institutional strategic management processes, and has consulted widely in these areas.

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### FEATURES

- Second edition of a bestseller - revisits the original and brings it up-to-date by following up on case studies and adding brand new material
- Provides more in-depth analysis and application of the concept of the 'strategic conversation', with a focus on real-world practice
- A crossover title that has helped a host of practitioners but also become a standard text for courses involving scenario planning

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