

Strategic Reframing The Oxford Scenario Planning Approach

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Strategic Reframing: The Oxford Scenario Planning Approach ...

Strategic Reframing: The Oxford Scenario Planning Approach. Rafael Ramirez, Angela Wilkinson. Traditional strategy assumes stability and predictability. Today's world is better characterised by turbulence, uncertainty, novelty and ambiguity - conditions that contribute disruptive changes and trigger the search for new ways of coping.

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Strategic Reframing The Oxford Scenario Planning Approach Rafael Ramirez and Angela Wilkinson. Offers practical guidance assisting the reader to make scenario planning more effective; Provides many examples to help relate theoretical principles to actual practices

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Strategic Reframing: The Oxford Scenario Planning Approach, by Ramirez R., and Wilkinson, A., Oxford University Press, 2016. Book Review Article (PDF Available) - April 2016 with 2,267 Reads

Strategic Reframing The Oxford Scenario

Strategic Reframing: The Oxford Scenario Planning Approach Rafael Ramirez and Angela Wilkinson Abstract. In a fast paced world of more disruptive changes and connected challenges, leaders and their organizations are searching for new ways to survive and succeed.

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R. Ramirez and A. Wilkinson. "Strategic Reframing: The Oxford Scenario Planning Approach" (Oxford, U.K.: Oxford University Press, 2016). 3. "Best-case" and "worst-case" scenarios are not seen as true scenarios for the purposes of the Oxford scenario planning approach; instead, they are disguised forecasts. 4. F.

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