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Summary by Peter Schwartz

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

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Schwartz, Peter Schwartz, 1991,
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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

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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.

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Art of the Long View: Planning for the Future in an ...

The art of the really long view. For such a weighty subject there was a lot of guffawing going on in the Seminar Thursday night. The topic was "The Art of the Really Long View." Peter Schwartz chatted through his slides for

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tonight's lecture, then the discussion waded in. Present were Danny Hillis, ...

The art of the long view : Schwartz, Peter, 1946- : Free ...

The art of the long view is definitely a good start for people not too familiar with scenario planning. It covers the

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topic from start to finish in an example filled but also surprisingly comprehensive fashion, given the length.

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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 numbers, but with intangibles: belief in the company, their own hopes and fears, and their reaction to events. Among Schwartz' clients are the White House, Disney,

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View. Michael Burnam-Fink January 30, 2012 0. I've been calling myself a futurist for the past five years, and for five years, I've been lying. But no longer, because I've read this book, which is every bit as a thought-provoking as Science Fiction for Prototyping proved disappointing.

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The Art Of Long View

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.

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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.

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