

Do we want the world to change with us or without us?

The answer appear obvious to managers, planners and entrepreneurs who know:

- How to anticipate change;
- How to avoid forecasting errors;
- How to avoid clichés and conventional thinking;
- How to make sense of the various concepts used in foresight, scenario building and strategic planning.

Whatever happens tomorrow depends less on prevailing trends, and more on individual and collective decisions taken in the face of these trends. If the future is indeed the fruit of human desire, then we have the power to change it to organizational and personal advantage. In **Creating Futures, Scenario Planning as a Strategic Management Tool**, Godet has collected an impressive arsenal of the most effective methodologies for strategic planning, some of which were developed by Godet himself and his associates at Lipsor (<http://www.cnam.fr/lipsor/eng/>).

In **Creating Futures**, methods are presented with lively examples and followed up with illustrative and informative case studies. Godet joins the great French tradition of humanism and rebellious rationalism by stressing the human factor while deconstructing sanctimonious clichés which hamper our creative powers. In this handbook for professionals, conventional wisdom is challenged, and rigour is reinstated.



The author, Professor Michel Godet, holds the chair of "strategic prospective" at the Conservatoire National des Arts et Métiers (www.cnam.fr/lipsor/) in Paris. Professor Godet is a member of Prime Minister's Council of Economic Advisors and the French Institute of Technology. He is also the author of 16 books and more than 200 papers, many of which many have been translated into English, Spanish, Italian and Portuguese. Born in 1948, Godet is also member of the editorial board of the most eminent journals in the field: Futures, Technological Forecasting and Social Change, Foresight, and Futuribles. Godet has consulted to some of the largest organizations in the world, including; BASF, Renault, Total, Arcelor, Chanel, Bongrain, Lafarge, AXA...

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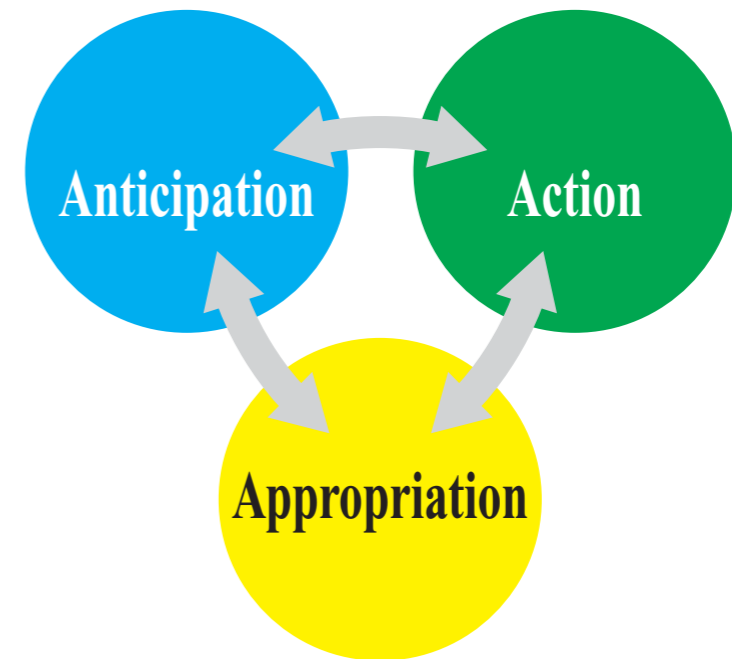
Creating Futures

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*Scenario Planning
as a Strategic Management Tool*



Preface by Joseph F. COATES

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Second Edition