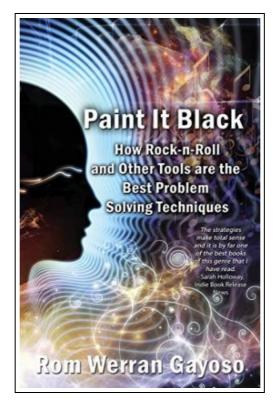
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First Edition Design eBook Publishing, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand ******. This book is a self-reflection exercise designed to help readers overcome challenging problems through the use of specific problem solving techniques. In the introduction we learn about decision-making strategies that work in situations of uncertainty and we learn scenario planning - a technique invented in the 1960 s for the US Dept. of Defense, later adapted for use in the private sector. Each of the seven practical cases listed comprehend a short explanation of the context, a stated objective and a story. Each story is summarized and at the end of the chapter there is a guided self-reflection questionnaire to help the reader adapt the story to a specific problem they want to solve, followed by an exercise. This is not a feel good type of book, rather it is written with the intent to guide the reader through a series of seven self-reflection exercises designed to challenge and push us to overcome each specific challenge with the help of a decision-making technique. In other words, the reader is expected to actively use the exercises to find solutions to problems, and not to behave like a passive audience. author bio: Rom Gayoso is a professional economist with 12] years of experience in the Semiconductor industry and he teaches graduate Economics, Statistics and Management courses at Wilkes University in Mesa, AZ. His expertise is in Econometric Modeling, Competitive Intelligence and Scenario Planning; he is responsible for developing several forecasting models for a Fortune 500 firm. His materials have been presented both in the United States and abroad - at SCIP, World Future Society, Institute of Business Forecasting, Intelligence for Business Strategy, Executive MindXchange, Market Research Summit, and Future Trends Conferences....



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