



Cómo Ganar en Todos los Escenarios (Spanish Edition)

Rómulo Gayoso

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Este libro trata sobre Planeamiento Estratégico, concretamente sobre la Teoría de los Escenarios. Los primeros escenarios se crearon en los años 60 para el Departamento de Defensa de los Estados Unidos y han sido utilizados para entender el potencial de conflicto con la Unión Soviética; Más tarde, en los años 70, la presente teoría se utilizó por la empresa privada con gran suceso y, hoy en día, se utiliza para facilitar el planeamiento estratégico en la esfera de la Administración Pública.

En el presente volumen podrá aprender la base de la Teoría de los Escenarios y se expondrá a tres escenarios diversos que comportan problemas complejos. También aprenderá cómo crear sus propios escenarios usando el método paso a paso. El Profesor Gayoso le mostrará una combinación de métodos cuantitativos y cualitativos con el fin de ayudarle a visualizar el futuro y establecer estrategias triunfantes en el mundo de los negocios. ¡Vamos a ganar juntos!

This book is about a business research technique called "Scenario Planning". Scenarios were originally created in the 1960's for defense purposes; later on they were adopted by private enterprise with exceptional results. Nowadays they are also used for public policy.

In this book you will learn the theory behind Scenario Planning, walk through three public policy examples and learn the process steps to build your own scenarios. This book will show you how to use both qualitative and quantitative inputs combined into a method designed to help you envision the future and win in every scenario. Go forth and win!



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