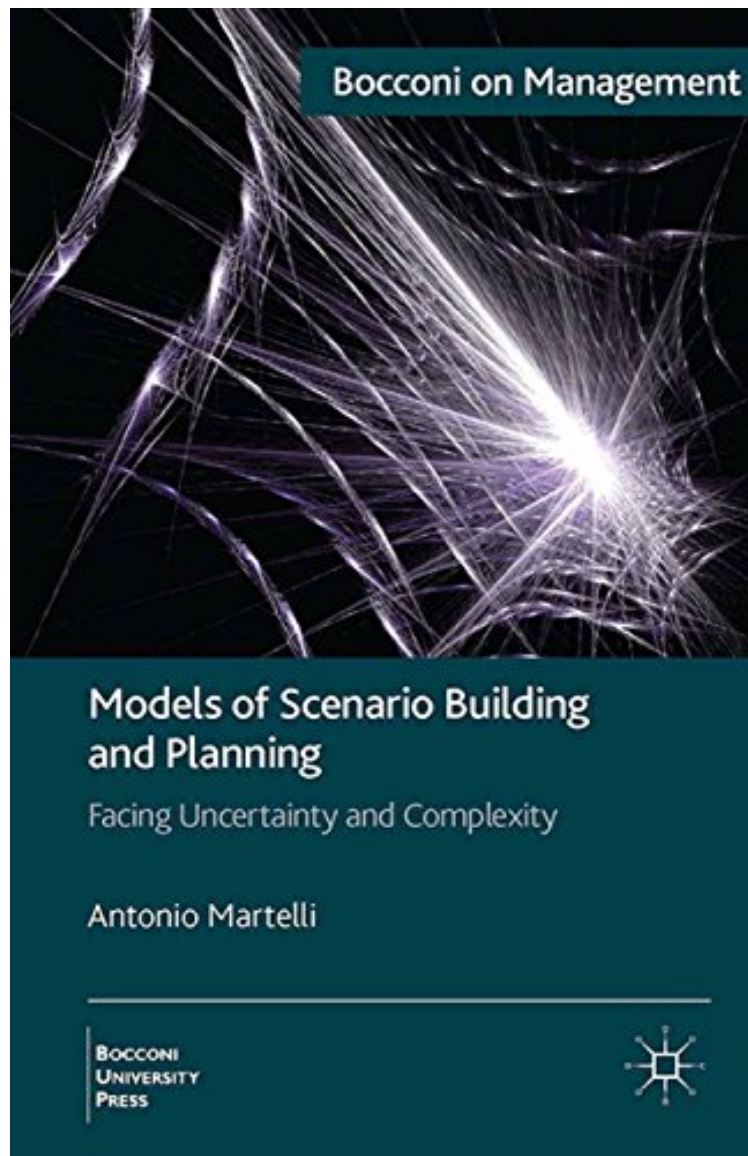


[Library ebook] Models of Scenario Building and Planning: Facing Uncertainty and Complexity (Bocconi on Management)

Models of Scenario Building and Planning: Facing Uncertainty and Complexity (Bocconi on Management)

A. Martelli

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Models of Scenario Building and Planning offers a unique and innovative exploration of the scenario approach. The book focuses on the analysis of the competitors' behavior; the analysis of risk and uncertainty; and the link between scenarios and strategies.

About the Author Antonio Martelli started teaching business planning at LUISS (Libera Università degli Studi Sociali), Rome, in 1983, where he was also director of the management school. From 1986 to 2010, he taught business policy and strategy at Bocconi University in Milan, as well as in their business school (SDA). He has also taught in several other Italian universities and has been a Visiting Professor at the University of San Diego's summer school program, as well as teaching at the European Studies Program of the University of Malaysia at Kuala Lumpur and at the New South Wales University in Sydney, Australia. He has written twelve books and about a hundred articles and papers on economic and management issues. His most recent book on scenarios (in Italian) is *2010–2025. Scenarios of the Transition*, 2009. He also has a keen interest in economic and military history, on which he has published several monographs.