A thought-provoking book which pleads for more rationality and pro-activity in futures thinking

From anticipation to action

by Michel Godet

A handbook of strategic prospective
Preface by Joseph. F. Coates

What are the mainstreams of futures thinking?
How can errors in forecasting be avoided?

Most of the techniques used to build relevant, consistent and likely scenarios in strategic management are described by means of concrete case-studies.

From anticipation to action:
Contents

1. For another future.
2. From determinism to determination, from forecasting to ‘strategic prospective’.
3. The scenarios method.
4. Identifying the key variables: structural analysis.
5. Understanding the actor’s strategies: the MACTOR method.
7. Identifying and evaluating strategic options.
8. Integrating scenarios and strategy.
9. People and organizations make the difference.
10. The dawn of the twenty-first century.

The author

Dr Michel Godet, a board member of Futures and Futuribles, is Professor of Strategic Prospective at the Conservatoire National des Arts et Métiers in Paris. He works as a consultant for major European companies such as Mercedes, Renault, Elf, Péchiney, Adidas and Chanel, as well as for international organizations such as UNESCO, the OECD and the EC. He is well known throughout the world as the major current exponent of strategic prospective and most of his ten books have been translated into English, Spanish and Italian. His previous book, Scenarios and Strategic Management (Butterworth, UK, 1987), contains a foreword by I. Ansoff.

From anticipation to action
A handbook of strategic prospective by Michel Godet