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Using Scenario Planning to Reshape  
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Oxford University Press. DOI:10.1093/  
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This book is about how the Oxford  
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Rafael Ramirez is Director of the Oxford Scenarios Programme and has pioneered work in organizational aesthetics; the interactive design of strategy; and how scenarios work. He



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was Visiting Professor of Scenarios and Corporate Strategy at Shell International 2000-2003 and Chairman of the World Economic Forum's Global Agenda Council of Strategic Foresight.

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