



# Scenario Planning: The Link Between Future and Strategy

*Mats Lindgren, Hans Bandhold*

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Recent research in the field of business strategy has shown that strategic flexibility can be achieved through a scenario planning perspective for long term competition and performance. The authors have drawn upon examples and cases to develop a new model for scenario planning that is closely integrated with strategy. They argue that the concept of scenario planning is as much an art as a practical management tool.

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