



Strategic Thinking and the New Science: Planning in the Midst of Chaos Complexity and Chan

T. Irene Sanders

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The future is happening today, and the most successful organizations will be those that understand the dynamics of the "big picture" in which their decisions are being made. This book describes how to understand and influence that picture. Irene Sanders pioneered the application of chaos theory and complexity to strategic thinking -- the most essential skill in today's fast-paced business environment. Now, in this straightforward, easy-to-read book, she shows how the most up-to-date strategic thinking is done, and how you can begin using it in your enterprise.

Sanders' original and practical approach moves far beyond traditional forecasting, futuring and scenario-building. The new science of chaos and complexity has shown scientists and business professionals alike the importance of looking at the world as a whole system, rather than as a collection of deterministic principles. Consequently, the human mind -- through the integration of intuition and intellect -- is now recognized as the only information processor capable of understanding the level of complexity in today's global business environment. By engaging the mind's eye through the use of visual thinking, Sanders shows you how to develop insight about the present and foresight about the future, thereby allowing you to see and influence the future as it is emerging. The new planning paradigm presented in *Strategic Thinking and the New Science* is nothing less than a transformation of the science of business.

For the first time in history, we have the knowledge, tools and techniques to develop visual thinking as the essential insight/foresight skill of the future. In addition to breakthroughs neuroscientists have made about brain-mind interactions, artists and psychologists are revealing the role of imagery in the creative process. And now, the new field of scientific visualization brings all of this information together with computer graphics to demonstrate how visual images can be used to engage our imaginations, enhance learning -- and stimulate our deeper levels of awareness.

In this groundbreaking book, Sanders is the first to define the new model of strategic thinking -- a model that is bound to revolutionize organizations of all types as they begin to see and influence their futures -- today.

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