



**HOW ORGANIZATIONS CAN ANTICIPATE THREATS, SPOT OPPORTUNITIES, AND ACT FASTER WHEN THE TIME IS RIGHT; WITH RICH EXAMPLES INCLUDING ADOBE, MASTERCARD, AND AMAZON.**

"This is a thoroughly tested playbook for all leadership teams needing to think ahead and act strategically in the face of daunting uncertainty. The tools and frameworks that Day and Schoemaker provide will be sturdy handrails to use for the early detection, interpretation and timely response to weak signals of potential opportunities and impending threats."

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