



Business Wargaming: Securing Corporate Value

Daniel F. Orišek, Jan Oliver Schwarz

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Industry consolidation, mergers, changes to business models, the emergence of new threats all require managers to understand highly complex situations, assess risk and opportunity and make informed decisions. How can senior managers do this effectively when so often they are wrestling with brand new scenarios? One of the emerging solutions is business wargaming.

Daniel F. Oriesek and Jan Oliver Schwarz provide the first comprehensive look at wargaming as a business tool in a book that explores the anatomy and success factors of a typical wargame. The authors explain how and when wargaming can be used to test strategies, plan and prepare for crises, manage change or increase your organization's ability to anticipate and adapt for the future.

Creating imaginative and credible scenarios, and testing them against smart opponents who are eager to find holes and counter your strategy, allows you to learn about a plan or a new venture in the security of the conference room rather than learning the hard way when you go live.

Business wargames are sophisticated but they are also very demanding in terms of time and resources. Business Wargaming: Securing Corporate Value will enable you to assess the potential value of the technique for your own organization, to understand what you will be committing to and develop an informed business case and brief for working with the organization that will facilitate the game.

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