



Weak Signals for Strategic Intelligence: Anticipation Tool for Managers

Humbert Lesca, Nicolas Lesca

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The expression "We did not see it coming!" has often been heard in recent years from decision makers at the highest levels of the private and public sectors. Yet there were actually early warning signals, but they were often ignored due to a lack of appropriate methodology. Focusing on the concept of a weak signal, this book provides methods for anticipating problems and dealing with blind spots. Along with examples of this concept, the authors provide answers to questions of feasibility, including how to recognize a weak signal, and how to exploit it. Numerous applications are also presented throughout.

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