Getting Better at Sensemaking

Advances in Business Marketing and Purchasing

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About the Book

This work’s 16 contributions fill the mind with knowledge, skills, and insights useful for improving the executive’s ability to do what needs to be done: scan environments better to find the weak signals on breakthrough technologies; shifts in customers’ attitudes and behaviors; changes in behaviors of suppliers, governments, and other stakeholder groups; frame problems/opportunities better by deepening understanding on how we go about making sense of what is happening and can be made to happen; deciding better by gaining deep knowledge on how decisions are actually made and can be improved (e.g., via systems thinking and simulating system operations to uncover powerful levers previously unrecognized); and, doing better by applying new tools to learn what is really happening when planned strategies are converted into realized strategies.