

Download Managing The Unknowable

22 Int. J. Automotive Technology and Management, Vol. 8, No. 1, 2008 Managing product life cycle in the auto industry: evaluating carmakers effectiveness Giuseppe Volpato and Andrea Stocchetti* Faculty of Economics Department of Business Economic and Management Ca' Foscari University S. Giobbe ... "RTP was formed from a belief of, "there is more." The majority of businesses never approach their unknowable potential." RTP was formed from a belief of, "there is more." The majority of businesses never approach . their unknowable potential. The purpose of RTP is to close the gap between what is, and what can be. The Cynefin framework (/ k ? ? n ? v ? n / kuh-NEV-in) is a conceptual framework used to aid decision-making. Created in 1999 by Dave Snowden when he worked for IBM Global Services, it has been described as a "sense-making device".