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a guide explaining the application of systems dynamics to organizational problem solving it looks at simulation models to understand issues such as fluctuating sales market growth and stagnation the reliability of forecasts and the rationality of business decision making

today s leading authority on the subject of this text is the author mit standish professor of management and director of the system dynamics group john d sterman sterman s objective is to explain in a true textbook format what system dynamics is and how it can be successfully applied to solve business and organizational problems system dynamics is both a currently utilized approach to organizational problem solving at the professional level and a field of study in business engineering and social and physical sciences

john morecroft s book is an ideal text for students interested in system modelling and its application to a range of real world problems the book covers all that is necessary to develop expertise in system dynamics modelling and through the range of applications makes a persuasive case for the power and scope of the approach as such it will appeal to practitioners as well as students robert dyson professor of operational research associate dean warwick business school much more than an introduction john morecroft s strategic modelling and business dynamics uses interactive management flight simulators to create an engaging and effective learning environment in which readers whatever their background can develop their intuition about complex dynamic systems the numerous examples provide a rich test bed for the

development of systems thinking and modelling skills john sterman jay w forrester professor of management mit sloan school of management this book with its vivid examples and simulators will help to bring modelling system dynamics and simulation into the mainstream of management education where they now belong john a quelch professor of marketing harvard business school former dean of london business school this text fills the gap between texts focusing on the purely descriptive systems approach and the more technical system dynamics ones ann van ackere professor of decision sciences hec lausanne universit de lausanne strategic modelling based on system dynamics is a powerful tool for understanding how firms adapt to a changing environment the author demonstrates the appeal and power of business modelling to make sense of strategic initiatives and to anticipate their impacts through simulation the book offers various simulators that allow readers to conduct their own policy experiments dr erich zahn professor of strategic management betriebswirtschaftliches institut university of stuttgart a website to accompany the book can be found at wiley.com/college/morecroft housing supplementary material for both students and lecturers

insightful modelling of dynamic systems for better business strategy the business environment is constantly changing and organisations need the ability to rehearse alternative futures by mimicking the interlocking operations of firms and industries modelling serves as a dry run for testing ideas anticipating consequences avoiding strategic pitfalls and improving future performance strategic modelling and business dynamics is an essential guide to credible models helping you to understand modelling as a creative process for distilling and communicating those factors that drive business success and sustainability written by an internationally regarded authority the book covers all stages of model building from conceptual to analytical the book demonstrates a range of in depth practical examples that vividly illustrate important or puzzling dynamics in firm operations strategy public policy and everyday life this updated new edition also offers a rich learners website with models articles and videos as well as a separate instructors website resource with lecture slides

and other course materials see related websites extra section below together the book and websites deliver a powerful package of blended learning materials that introduce the system dynamics approach of modelling strategic problems in business and society include industry examples and public sector applications with interactive simulators and contemporary visual modelling software provide the latest state of the art thinking concepts and techniques for systems modelling the comprehensive learners website features models microworlds journal articles and videos easy to use simulators enable readers to experience dynamic complexity in business and society like would be ceos readers can re design operations and then re simulate in the quest for well coordinated strategy and better performance the simulators include a baffling hotel shower a start up low cost airline an international radio broadcaster a diversifying tyre maker commercial fisheries and the global oil industry much more than an introduction john morecroft s strategic modelling and business dynamics uses interactive mini simulators and microworlds to create an engaging and effective learning environment in which readers whatever their background can develop their intuition about complex dynamic systems john sterman jay w forrester professor of management mit sloan school of management illustrated by examples from everyday life business and policy john morecroft expertly demonstrates how systems thinking aided by system dynamics can improve our understanding of the world around us stewart robinson associate dean research president of the operational research society professor of management science school of business and economics loughborough university

the leading authority on system dynamics explains this approach to organizational problem solving emphasizing simulation models to understand issues such as fluctuating sales market growth and stagnation the reliability of forecasts and the rationality of business decision making the cd includes modeling software from vensim ithink and powersim

cd rom contains simulation software and models including ithink powersim and vensim

how did a major corporation manage to turn itself around while wall street and others continued to predict its slow death the answer may surprise you and it provides a model for corporate transformation for any company or government agency operating in a world of accelerating change the company is general motors and this book tells how it was able to change the way important decisions were made leading to resurgence in business across its many product lines at the beginning of the 1990s gm was perceived by nearly everyone as falling behind its competitors at an alarming rate by the beginning of the twenty first century though the company had come storming back with successful new automobiles and new business concepts that captured new markets while simultaneously holding on to many of its existing customers what gm did is not just the story of a single automaker but rather a compelling insight into an approach for any business organization that is faced with the need for a true transformation as many companies have discovered efforts at transformation too often fail gm s successful transformation illustrates the importance of management s ability to change its mindset and make the tough decisions that revitalize business with bold new products and business concepts at the heart of successful transformation is the imagination courage and leadership required to visualize the kind of company an organization wants to become and then work toward that goal with the destination set and understood by those who will need to implement the changes decision makers find it less difficult to overcome impediments to achieving their goal while finding creative ways of doing what may seem impossible the lessons from gms turnaround can help any business organization change and keep pace with today s turbulent marketplace

the airline industry has generally followed a growth trend since its inception but the industry s financial situation is not as healthy as rising passenger numbers might suggest this book addresses the question of

why airline profits are cyclical and examines the causes and dynamics that determine the profit cycle shape

learn what it takes to build a great business with this digital collection curated by harvard business review it contains everything you need to know about entrepreneurship from leadership traits and a willingness to fail to financial intelligence and tips for building a business case includes financial intelligence for entrepreneurs fail better heart smarts guts and luck entrepreneur s toolkit hbr on entrepreneurship hbr guide to building your business case hbr guide to negotiating how i did it and the harvard business review articles five stages of small business growth and why entrepreneurs don t scale

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focusing on a healthcare organization s ability to improve access quality and value of care to the patient this volume provides an extensive and rich compilation of international research which discusses the use adoption design and diffusion of information communication technologies icts in healthcare

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