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- Introduce the system dynamics approach of modelling strategic problems in business and society
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Systems Thinking, System Dynamics offers readers a comprehensive introduction to the growing field of systems thinking and dynamic modelling and its applications. The book provides a self-contained and unique blend of qualitative and quantitative tools, step-by-step methodology, numerous examples and mini-cases, as well as extensive real-life case studies. The content mix and presentation style make the otherwise technical tools of systems thinking and system dynamics accessible to a wide range of people. This book is intended as a text for students in diverse disciplines including business and management, as well as the social, environmental, health and applied sciences. It also has particular relevance for professionals from all backgrounds interested in understanding the dynamic behaviour of complex systems, change management, complex decision making, group problem solving and organisational learning. Systems thinking and system dynamics provide a scientific paradigm, a set of tools and computer technology which can help explain the forces and dynamics that underlie change and complexity in business, political, social, economic and environmental systems. Using systems thinking and system dynamics makes it possible to:

- examine and foresee the consequences of policy and strategic decisions
- implement fundamental solutions to chronic problems
- avoid mistakenly interpreting symptoms as causes
- test assumptions, hypotheses and scenarios
- boost staff morale and improve productivity
- improve the stability and performance of supply chains
- find long-term sustainable solutions and avoid 'fire-fighting' behaviour.

This book covers the broad spectrum of system dynamics methodologies for the modelling and simulation of complex systems: systems thinking, causal diagrams, systems structure of stock and flow diagrams, parameter estimation and tests for confidence building in system dynamics models. It includes a comprehensive review of model validation and policy design and provides a practical presentation of

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system dynamics modelling. It also offers numerous worked-out examples and case studies in diverse fields using STELLA and VENSIM. The system dynamics methodologies presented here can be applied to nearly all areas of research and planning, and the simulations provided make the complicated issues more easily understandable. System Dynamics: Modelling and Simulation is an essential system dynamics and systems engineering textbook for undergraduate and graduate courses. It also offers an excellent reference guide for managers in industry and policy planners who wish to use modelling and simulation to manage complex systems more effectively, as well as researchers in the fields of modelling and simulation-based systems thinking.

Conventional wisdom says that we can learn from our errors, but errors in the business world can be prohibitively costly. To truly understand how complex business organizations function requires different tools than most managers have been given. Yet managers need methods to understand how their organization works in order to test policies, discover flaws in thinking, and find the hidden leverage points within the complex systems they manage. Through a system simulation, the dynamics of the whole system, not just the individual parts, becomes apparent. The outcome of current and future situations becomes possible to predict and with this information, managers can focus on the changes that need to be made. The distinguished contributors to Modeling for Learning Organizations include Jay W. Forrester, Peter Senge, and Arie De Geus. You will learn about leading applications such as: Shell's work on modeling the oil producers. The Management Flight Simulator, a computer-based case learning environment pioneered by John Sterman and others at MIT. The landmark Claims Learning Laboratory at Hanover Insurance companies. For managers, professionals, academicians, and everyone who recognizes the profound implications of modeling, this book is an excellent resource. It offers a broad understanding of the modeling process, discusses a multitude of case studies, and provides a review of the most recent simulation software.

Increased competition in the global marketplace has created enormous pressure on system implementation, particularly in the field of marketing. Systems Thinking and Process Dynamics for Marketing Systems: Technologies and Applications for Decision Management describes a holistic approach to monitoring, evaluating, and applying appropriate marketing strategies, and understanding the competition and its future implication on the business of a company. As complexities multiply, the scientific concept of systems thinking and analyzing process dynamics explained in this publication allows marketing firms succeed. The critical issues facing firms today are presented in a thoroughly modern context, laying the foundation for a bright future.

In this book leading systems dynamics articulate the latest thinking and practices on how modeling can support learning in the management environment. It includes discussions on teamwork, a number of case studies and a review of current computer simulation software packages

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