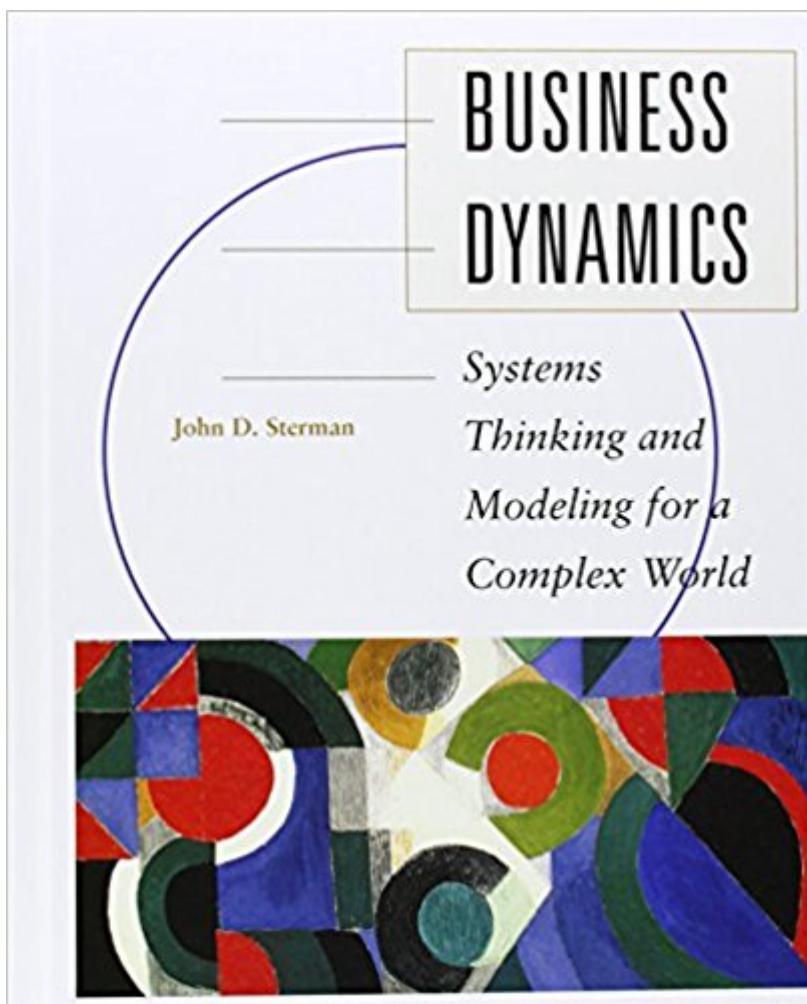


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# Business Dynamics: Systems Thinking And Modeling For A Complex World With CD-ROM



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

John Sterman (Lexington, MA) teaches at the Sloan School of Management and directs MIT's System Dynamics Group.

If you were to have just one book on the application of systems thinking in the business world, then this is the book. The book starts off by assuming that the reader knows nothing about the subject. However, a couple of chapters later you will see yourself studying much more advanced material and finding it relatively easy. Systems modeling is an extremely powerful technique that easily lends itself as a tool to understand the complexity that one finds in the business world today. Unfortunately, the business world is prone to waves of "fads" that seem to dictate how one should tackle problems. These fads are usually short lived and "fluffy". Systems dynamics is the opposite.

The modeling techniques described in this textbook introduce a much needed rigor into the business world. The author writes clearly and you rarely have to read a paragraph more than once. My favorite part of the textbook is definitely the case studies that the author describes in detail. These case studies serve two goals. First, they show the reader how to use the modeling process which is described in the book, second they show the reader why these tools are so powerful. The book comes with a CD that contains three student versions of different programs. You can chose the one that you find best. I can honestly say that I cannot find any fault with this textbook. The topic is fascinating, the author writes clearly, the font is large, there are plenty of case studies, theres a CD with the book, there is an excellent bibliography at the end, and the entire book contains extremely valuable footnotes. Everyone who plans to write a textbook should check this one out first to get a few pointers.

Sterman's book is far and away the best and most comprehensive book on system dynamics for business. Although the title is "Business Dynamics" it really is a text on applying system dynamics to both business and larger social issues/systems. If you are a strong student of business and systems then this is the book for you. It is highly recommended if you are interested in learning the most you possibly can regarding system dynamics and how to model systems. However, if you are searching for an introduction to this area - watch out. The book is actually quite advanced - it is used at MIT and other graduate business programs at top universities. What is amazing about this book is that it blends absolute precision, correctness and detail with practical modeling advice and insight and it is written in a relaxed style with numerous examples. It is one of the best examples of clear writing about a complex topic. Dr. Sterman's years of system work has allowed him a level of clarity that is unsurpassed in the business and systems area. As mentioned earlier, the book can be overwhelming and I would recommend a newcomer to this area to pick up several books first, to provide a more gentle introduction. This is not a contradiction of what I wrote earlier, it is simply that the book packs so much information in its pages, and it is still very long. Highly recommended.

The paper quality is terrible

QA was little slack. Pages 943 .. 958 are missing, but pages 935 .. 942 are duplicated. All in all fair trade for cost of book.

It's a particular book i saw before about complex system. So, i was glad to get it for drawing and

understanding today's world and business interactions. This book is the bible not only for management researchers and student but for managers directors or people want learn more about business dynamics.

Love it. Quality of the glue not so good. perhaps cuz it is heavy

Great book to learn about system dynamics and modeling. Easy to follow and slowly builds the concepts. Also uses some interesting examples.

This is the best book available on this subject. Very readable, very interesting, very useful, very practical. If you do system dynamics modeling..... you need it. Other system dynamics books may be useful for particular area (e.g. Ford's Modeling the Environment, Second Edition ), but this is the key book to have.

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