



Business Dynamics

By John D Sterman

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The field of system dynamics was created in 1956 under the leadership of MIT Professor Jay W. Forrester to evaluate how alternative policies affect growth, stability, fluctuation, and changing behavior in corporations, cities, and countries. Forrester founded the System Dynamics Program in the Alfred P. Sloan School of Management at MIT. John Sterman is currently Director of the System Dynamics Group at MIT. This text is a summary of the wisdom and knowledge gathered over more than twenty years of research dedicated to the study of practical methods for systems thinking and the dynamic modeling of complex systems. It is well written, easy to understand, and worthy of serious consideration.

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Business Dynamics By John D Sterman Bibliography

- Sales Rank: #1185788 in Books
- Brand: McGraw-Hill Higher Education
- Published on: 2000
- Ingredients: Example Ingredients
- Original language: English
- Binding: Hardcover
- 982 pages

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