

Strategic Modelling And Business Dynamics

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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 "Illuminated 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

Accurate modelling of dynamic system for better business strategy The business environment is constantly changing, and firms need the ability to adapt. In a market where a single misstep could result in massive losses, modelling serves as a "dry run" for testing ideas and predicting the behaviour of influencing forces. Strategic Modelling and Business Dynamics is an essential guide to strategic modelling, helping readers understand modelling processes while taking all contributing factors into account. Written by an internationally regarded authority, this comprehensive guide covers all stages of model building, from conceptual to technical, demonstrating a range of in-depth practical examples that vividly illustrate important or puzzling dynamics in firm operations, strategy, public policy, and everyday life. Introduces the system dynamics approach of modelling strategic problems in business and society Includes industry examples and public sector applications Provides the latest state-of-the-art thinking and techniques for systems modelling

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 www.wiley.com/college/morecroft housing supplementary material for both students and lecturers.

Modelling is a tool used by savvy business managers to understand the processes of their business and to estimate the impact of changes. Dynamic Modelling for Business Management applies dynamic modelling to business management, using accessible modelling techniques that are demonstrated starting with fundamental processes and advancing to more complex business models. Discussions of modelling emphasize its practical use for decision making and implementing change for measurable results. Readers will learn about both manufacturing and service-oriented business processes using hands-on lessons. Then will then be able to manipulate additional models to try out their knowledge and address issues specific to their own businesses and interests. Some of the topics covered include workflow management, supply-chain-management, and strategy.

Award winning author Kim Warren presents his new book: Strategic Management Dynamics – a complete framework in the field of Strategic Management. Strategic Management Dynamics builds on, and goes substantially beyond the existing strategy textbooks with its focus on understanding and managing how organisations perform over time. Based on simple but powerful underlying principles, the book both lays out a comprehensive approach to strategy analysis, design and delivery, and connects with established frameworks in the field. In Strategic Management Dynamics Kim Warren provides a valuable teaching resource, which can be used as a core textbook to bring strategy to life. With numerous examples from different sectors, the book is supported by a rich variety of simulation-based learning materials that are essential if strategy principles are to be experienced, rather than just discussed. For those who have already learned about strategy, this book provides an important update and extension of their knowledge. Key Features: Many simulation models to demonstrate dynamics principles in strategy as well as in marketing, human-resource management, R&D, operations management and other functions ideal for class exercises and assignments. A detailed worked example built up from chapter to chapter, illustrating the key frameworks of strategy dynamics analysis. Extensive discussion of established strategy frameworks, adapted to demonstrate implications for how organisations perform over time. Numerous academic and managerial references as useful supplements in degree courses and executive education. End-of-chapter questions and exercises, supported by detailed worksheets.

This Springer Briefs volume guides the reader in a comprehensive form to design new digital business models. The book provides strategic roadmaps for enterprises in the digital world, and a comprehensive framework to assess new business models. It aligns both, research and a practical perspective through real case study examples. Even extreme scenarios are employed to ensure that innovative approaches are being considered adequately.

Recognized as One of the Best Business Books for 2014 by CIO Magazine Based on interviews with more than 150 CIOs, IT/business executives, and academic thought leaders, The Strategic CIO: Changing the Dynamics of the Business Enterprise provides insight, success stories, and a step-by-step methodology to transform your IT organization into a strategic asset that drives customer value, increases revenues, and enhances shareholder wealth. The book details how strategic CIOs from FedEx, Procter & Gamble, McKesson, and other leading companies transformed their organizations. It illustrates the methods these CIOs used to become strategic partners that collaborate effectively within their organizations to leverage information and technology for a competitive advantage. The text will help you assess the key competencies and skills required by IT personnel to partner with your business teams to create new and enhanced products and services that create customer value, increase margin, and enhance shareholder wealth. The book includes powerful methodologies, time-saving templates, proven best practices, and helpful assessments. It also details a four-phase methodology, along with the associated activities and tools, to help your IT organization successfully transform into a strategic IT organization. Gain insight into the four domain competencies and twelve associated skills required to build effective strategic IT organizations. Build your roadmap to success using the transformation methodology described in the text and you will be on your way to making your organization a strategic IT organization. Read Philip Weinzimer's recent article that appeared on CIO.com.

This book is a guide that shows step by step the process of building simulation models using System Dynamics. It is written in a clear and comprehensible style that illustrates the model construction process. This book will be a useful resource to students, scholars, researchers, and teachers.

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