

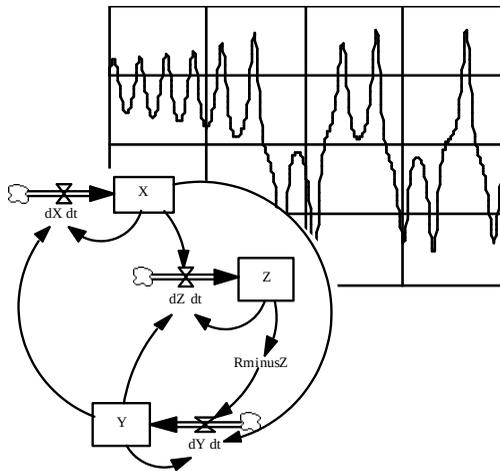
What is System Dynamics?

System dynamics is a computer-aided approach to policy analysis and design. With origins in servomechanisms engineering and management, the methodology uses a perspective based on information feedback and mutual or recursive causality to understand and manage the dynamics of complex physical, biological, and social systems.

The Field of System Dynamics

The field developed initially from the work of Jay W. Forrester. His *Industrial Dynamics* (1961) is still a significant statement of philosophy and methodology in the field. Since its publication, the span of applications has grown extensively and encompasses work in

- corporate planning and policy design
- public management and policy
- biological and medical modeling
- energy and the environment
- theory development in the natural and social sciences
- dynamic decision making
- complex nonlinear dynamics



Activities of the Society

The System Dynamics Review

The Society's journal is published quarterly by John Wiley & Sons, under the editorship of Brian Dangerfield of the University of Salford and an international editorial board. The *Review* publishes high quality, peer-reviewed advances in system dynamics and systems thinking and their applications to societal, technical, managerial, and environmental problems.

The *Review* is available online to Society members through Wiley Interscience.

The *Review* is abstracted in Cambridge Scientific Abstracts, CC/Social & Behavioral Sciences, Computing Reviews, Geobase, Geographical Abstracts: Human Geography, Research Alert (ISI), and the Social Sciences Citation Index (ISI).

International Conferences

The Society's annual international conference is held alternately in North America and Europe, with occasional appearances in Asia and the Pacific Rim. These conferences, and the meetings of local chapters and interest groups, introduce newcomers to the field, keep practitioners aware of current developments, and provide unparalleled networking opportunities.

Membership

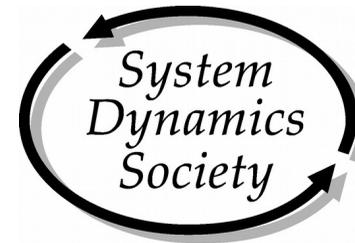
Members receive an annual subscription to the *System Dynamics Review* and access to the *Review* online; discounted conference rates; and regular information about activity in the field. Local chapters are active in:

- Australasia
- China
- Egypt
- Hellenic
- Italy
- Japan
- Korea
- Latin America
- Student
- UK

Contact the Society

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Resources

The Production-Distribution (Beer) Game

Complete game kits for this deeply insightful introduction to the power of a dynamic systems perspective are available directly from the Society. For more information contact the Society or see <http://www.systemdynamics.org/>

The PhD Seminar Series on Videotape

Professor Jay Forrester's 1999 seminar at MIT is presented in eleven three-hour sessions. The series can be used in an educational setting or by practitioners seeking to broaden their understanding of the field. Tapes may be ordered singly or as a set from the Society.

The System Dynamics Bibliography

The Society maintains an active database of publications in the field, which is available online on a shareware basis at <http://www.systemdynamics.org/> or on disk from the Society.

Previous Publications

Most past editions of conference proceedings (1986 - 2002) and the *System Dynamics Review* (1985 - 2002) are available from the Society.

System Dynamics Listserves

General issues in the field:

Send the message "subscribe system-dynamics" to majordomo@world.std.com or see <http://www.vensim.com/sdmail/sdinfo.html>

K-12 school issues: Send a request to subscribe to: k-12sd@sysdyn.mit.edu

Spanish language communication:

Send the message "subscribe dinamica-sistemas" to majordomo@campus.mty.itesm.mx

Sustainability Interest Group:

Visit <http://groups.yahoo.com/group/SDsustain>, or send a blank message to: SDsustain-subscribe@yahoogroups.com

Some Websites of Interest

Society executive office:
<http://www.systemdynamics.org/>

Introductory information:
<http://sysdyn.mit.edu/sd-intro/home.html>

Overviews and links by Ventana Systems:
<http://www.vensim.com/resource.html>

System Dynamics/Systems Thinking Mega Link List by Günther Ossimitz:

<http://www.uni-klu.ac.at/users/gossimit/links/bookmksd.htm>

Programs and study sites around the world:
http://www.systemdynamics.org/courses_in_sd.htm

System Dynamics in Education site at MIT:
<http://sysdyn.mit.edu/>

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General Motors Corporation Detroit, MI, USA

Georgia-Pacific Corporation Atlanta, GA, USA

Hall, Vasil & Dowd, CPA's Belmont, MA, USA

Hewlett-Packard Company Palo Alto, CA, USA

High Performance Systems Hanover, NH, USA

HVR Consulting Services Ltd. Alton, Hampshire,
UK

Intel Corporation Global Locations

ITP Consultores Caracas, Venezuela

KBS (Knowledge Based Simulation), Paris, France

Massachusetts Institute of Technology

System Dynamics Group Cambridge, MA, USA

Mohaseboon Financial and Business

Consultants Cairo, Egypt

Nijmegen School of Management, Nijmegen

University Nijmegen, The Netherlands

Pegasus Communications Waltham, MA, USA

Powersim Norway, and UK

Powersim Solutions Herndon, VA, USA

Project Performance Corporation McLean, VA,
USA

Proyectos Comerciales de México, S.A. de

C.V. una empresa de Grupo Proyectos, Querétaro,
México

PricewaterhouseCoopers Global Locations

PA Consulting Group (including the former Pugh-
Roberts Associates) Cambridge, MA, USA

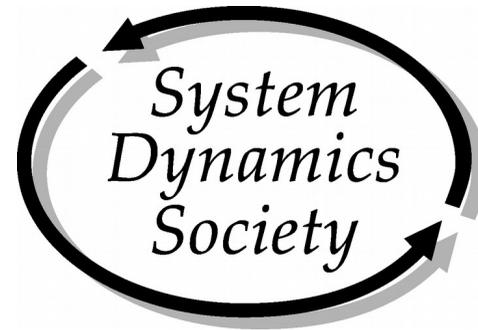
**Rockefeller College of Public Affairs and
Policy, University at Albany** Albany, NY, USA

Strategic Clarity Austin, TX, USA

**University of Salford, Centre for Operational
Research and Applied Statistics** Salford, UK

Ventana Systems, Inc. Harvard, MA, USA

Ventana Systems UK Salisbury Wiltshire, UK



**Promoting the rigorous study of
systems and their behavior
using computer simulation and a
feedback perspective
for policy analysis and design**

The ***System Dynamics Society*** is an international non-profit organization devoted to encouraging the development and use of system dynamics and systems thinking around the world.

With members in over sixty countries, the Society provides a forum in which

- researchers
- educators
- consultants
- practitioners in corporate and public sectors

interact to introduce newcomers to the field, keep abreast of current developments, and build on each other's work.