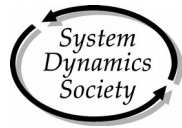


**Production-Distribution Game  
“The Beer Game”**

“The Beer Game” was developed to introduce students, managers and executives to concepts of system dynamics. The purpose of the game is to illustrate the key principle that *structure produces behavior*. Players experience the pressures of playing a role in a complex system and can see long-range effects during the course of the game. Each player participates as a member of a team that must meet its customers’ demands. The object of the game is to minimize the total cost for your team.



In the structured debriefing that follows it, the game illustrates a number of insights about management systems that generalize well beyond inventories. To play and debrief the game takes a minimum of just over two hours. The debriefing is the most important part of the game.

Each game board accommodates up to 8 players (4 pairs). Additional boards may be purchased for a larger group. If assistance is needed in facilitating the playing of the game, we can let you know of skilled facilitators in your area.

One complete “Beer Game” set consists of a 30” x 100” vinyl game board, printed instructions for leading and debriefing the game, customer order cards, order slips, 600 plastic game chips, pencils, and a DVD showing the game being played at MIT under the direction of Professor John Sterman. The cost is US\$125, plus shipping. Items can also be purchased separately. Please refer to our website for shipping costs. We can offer regular and express shipping options nationally and internationally. We prefer to fill orders upon receipt of payment, but can sometimes invoice. For more information or to place an order, please contact:

**System Dynamics Society**  
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University at Albany  
Albany, New York 12222 USA  
Phone +1 (518) 442-3865 Fax +1 (518) 442-3398

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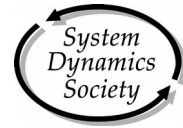
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