

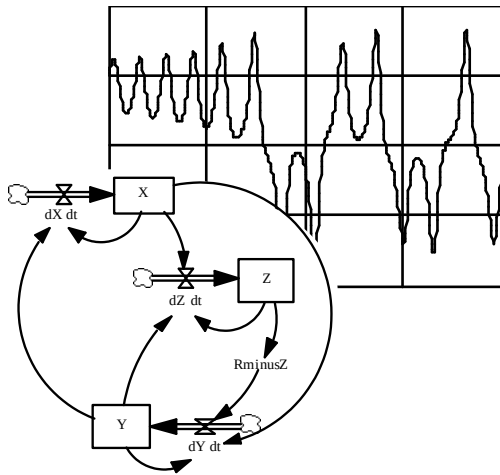
What is System Dynamics?

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 Wiley-Blackwell, 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 journal is abstracted in the relevant major bibliographic information services.

International Conferences

The Society's annual 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 through Wiley InterScience; discounted conference rates; and regular information about activity in the field. Chapters are organized in:

- | | |
|---------------|-----------------|
| • Australasia | • Korea |
| • Brazil | • Latin America |
| • China | • Pakistan |
| • Egypt | • Russia |
| • Germany | • Switzerland |
| • Hellenic | • UK |
| • Italy | • Economics |
| • Japan | • Student |

In addition, a growing number of Special Interest Groups are active, including:

- | | |
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| • Business | • Inter- and Intranational Conflict |
| • Education | • Model Analysis |
| • Energy | • Psychology |
| • Environment | • Security |
| • Health Policy | |
| • Information Science and Information Systems | |

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. The purpose of the game is to illustrate the key principle that *structure produces behavior*. For more information, contact the Society or see www.systemdynamics.org.

The Literature Collection on DVD

The MIT System Dynamics Group Literature Collection was selected by Jay W. Forrester. The collection spans nearly fifty years of work in system dynamics, and reveals a rich historical point of view. Included are over 3500 D-memos, along with theses, publications, the Guided Study Program, the Road Map series and miscellaneous selected papers.

The Forrester Seminar Series on DVD

The Society is proud to present this series of discussions with the founder of the field, Jay W. Forrester. The eleven three-hour sessions address a variety of topics which should be of interest and benefit to any student or practitioner in the field. An accompanying CD contains suggested readings for each session.

The System Dynamics Bibliography

The Society maintains an active database of publications in the field, which is available online at www.systemdynamics.org.

The Electronic Oracle

A new reprint of the original 1985 book by Donella H. Meadows and Jennifer M. Robinson. New forewords by Dennis Meadows and John Sterman are included.

Fireside Chat with Jay W. Forrester

George Richardson's wide-ranging and often humorous interview with Jay W. Forrester, now on DVD. Recorded at the Atlanta 2001 International Conference of the System Dynamics Society.

Conference Proceedings

Printed conference proceedings and full papers, as provided, are available for sale in hard copy and are also available as open source on our website, www.systemdynamics.org.

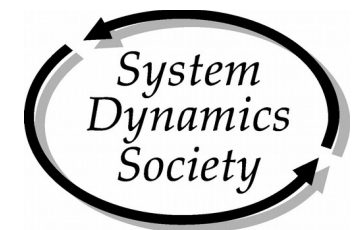
Contact the Society

Erling Moxnes, President

Professor
University of Bergen
Bergen, Norway
erling.moxnes@ifi.uib.no

Roberta L. Spencer, Executive Director

System Dynamics Society
Milne 300 – University at Albany
Albany, NY 12222 USA
Phone +1 (518) 442-3865
Fax +1 (518) 442-3398
office@systemdynamics.org
www.systemdynamics.org



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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 seventy 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.

**Promoting the
use of system
dynamics and
systems thinking
for policy analysis**