

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.

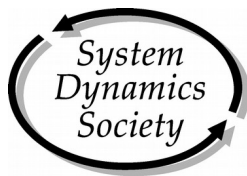
In the structured debriefing that follows it, the game illustrates a number of insights about management systems that generalize well beyond inventories. To play and debrief the game takes a minimum of just over two hours. The debriefing is the most important part of the game.

Each game board accommodates up to 8 players (4 pairs) comfortably. 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 video 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 contact the Society office for a quote on shipping. We can offer regular and express shipping options nationally and internationally. We prefer to fill orders upon receipt

of payment, but will invoice. We take orders by phone, fax, e-mail or mail. For more information and instructions for the game, please visit the Society site at



<http://www.systemdynamics.org/>

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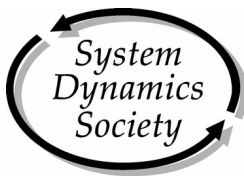
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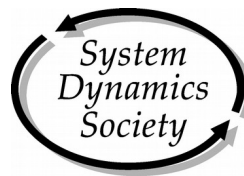
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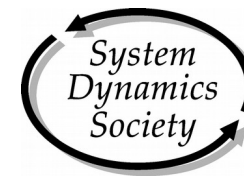
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(one video, instructions, one board, customer order cards, order slips, plastic game chips, pencils)

Board Set \$105 ____
(one board, customer order cards, order slips, plastic game chips, pencils)

Individual Game Items
Board \$85 ____
Customer Order Cards \$10 ____
Plastic Game Chips (600) \$10 ____
Order Slips (10 sets) \$10 ____
Instructions \$10 ____
Video (circle PAL or NTSC format) \$25 ____
Postage, please call \$ ____

TOTAL in US dollars* \$ ____

*All local duties and taxes (customs) are paid by the recipient upon delivery.

Shipping Address:

Name: _____

Institution: _____

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Fax: _____

E-mail: _____

Method of Payment and Details:

Credit card number: _____

Expiration date/Card type: _____

Check or money order in US\$, payable to **System Dynamics Society**, drawn on US bank

Wire transfer (call for bank information)

Return with your payment to:

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Milne 300-Rockefeller College
University at Albany, Albany, New York 12222 USA
Phone (518) 442-3865 Fax (518) 442-3398
E-mail: system.dynamics@albany.edu
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