### 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**

Milne 300-Rockefeller College

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

## office@systemdynamics.org www.systemdynamics.org 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**

Milne 300-Rockefeller College

University at Albany

Albany, New York 12222 USA
Phone +1 (518) 442-3865 Fax +1 (518) 442-3398
office@systemdynamics.org
www.systemdynamics.org
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**

Milne 300-Rockefeller College

University at Albany
Albany, New York 12222 USA
Phone +1 (518) 442-3865 Fax +1 (518) 442-3398
office@systemdynamics.org
www.systemdynamics.org
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** 

#### Milne 300-Rockefeller College

University at Albany Albany, New York 12222 USA Phone +1 (518) 442-3865 Fax +1 (518) 442-3398 office@systemdynamics.org www.systemdynamics.org **Complete Game Set** \$125 **Board Set** (used to play with multiple boards in one session; does not include instructions and DVD) \$105 \_\_\_\_ **Individual Game Items** Board \$85 \_\_\_\_ \$10 \_\_\_\_ Customer Order Cards \$10 \_\_\_\_ Customer Order Cards "Expert" \$10 \_\_\_\_ Plastic Game Chips (600) Order Slips (10 sets) Instructions \$10 \_\_\_ DVD (NTSC or PAL format) Shipping (please call or see website) **NY and MA** residents please add sales tax or attach exempt form \$ TOTAL US\$ For international orders, all local duties and taxes (customs) are paid by the recipient upon delivery. **Shipping Address:** Name: Institution: Address: City/Postal Code Country: Telephone: E-mail: **Method of Payment:** □Check or money order enclosed (in US\$ drawn on a US bank, payable to **System Dynamics Society**).  $\square$ Please send me an invoice for prepayment. □I will send a wire transfer. (Contact the Society office for bank information. All sending and receiving bank transfer fees are your responsibility.) □Please charge my credit card: □Visa □MasterCard □JCB

□Diners □American Express Credit Card Number:	S
Expiration Date:	<del> </del>
Signature:	
Name on card:	
Complete Game Set	\$125
<b>Board Set</b> (used to play with multiple by	
does not include instructions and DVD)  Individual Game Items	\$105
Board	\$85
Customer Order Cards	\$10
Customer Order Cards "Expert"	\$10
Plastic Game Chips (600)	\$10
Order Slips (10 sets)	\$10
Instructions	\$10
DVD (NTSC or PAL format)	\$25
Shipping (please call or see website)	\$
<b>NY and MA</b> residents please add sales	
form TOTAL	\$ US\$
_	· ———
For international orders, all local duties and paid by the recipient upon delivery.	l taxes (customs) are
Shipping Address:	
Name:	
Institution:	
Address:	
City/Postal Code	
Country:	
Telephone:	
E-mail:	
<b>Method of Payment:</b>	
□Check or money order enclosed US bank, payable to <b>System Dynamics So</b>	
□Please send me an invoice for pr	epayment.
☐I will send a wire transfer. (Conta for bank information. All sending and receifees are your responsibility.)	
□Please charge my credit car	rd:

□Visa	□MasterCard	□JCB
□Diners	□American Express	5
Credit Card	d Number:	
Expiration	Date:	
Signature:_		
Name on ca	ard:	
Complete		\$125
	(used to play with multiple b	±
	ide instructions and DVD)	\$105
Individual Board	Game Items	¢o⊏
	Order Cards	\$85 \$10
	Order Cards "Expert"	\$10 <u> </u>
	ne Chips (600)	\$10 <u></u>
Order Slips	•	\$10
Instructions		\$10
DVD (NTS	SC or PAL format)	\$25
Shipping (p	olease call or see website)	\$
NY and M	${f A}$ residents please add sales	tax or attach exempt
form		\$
TOTAL		US\$
	nal orders, all local duties and cipient upon delivery.	d taxes (customs) are
Shipping A	Address:	
Name:		
Institution:_		
Address:		
City/Postal (	Code	
Country:		
Telephone:_		
E-mail:		
Method of	Payment:	
	money order enclosed able to System Dynamics So	

□Please send me an invoice for prepayment.

fees are your responsibility.)

□I will send a wire transfer. (Contact the Society office

for bank information. All sending and receiving bank transfer

□Please ch	arge my credit ca	rd:
□Visa	□MasterCard	□JCB
□Diners	□American Express	S
Credit Card N	lumber:	
Expiration Da	nte:	
Signature:		
Name on card	l:	
Complete Ga	ame Set	<b>\$</b> 125
	sed to play with multiple b	
	instructions and DVD)	\$105
Individual G	ame Items	<sub></sub> ተለ⊏
Board Customer Ord	dor Cardo	\$85
	der Cards "Expert"	\$10 \$10
Plastic Game		\$10 \$10
Order Slips (1		\$10
Instructions	,	\$10
DVD (NTSC	or PAL format)	\$25
	se call or see website)	\$
	residents please add sales	
form		\$
TOTAL		US\$
For international paid by the recip	orders, all local duties and ient upon delivery.	l taxes (customs
Shipping Ad	dress:	
Name:		
Institution:		
Address:		
City/Postal Co	de	
Country:		
Telephone:		
E-mail:		

# Method of Payment:

 $\square$  Check or money order enclosed (in US\$ drawn on a US bank, payable to **System Dynamics Society**).

□Please send me an invoice for prepayment.

□I will send a wire transfer. (Contact the Society office for bank information. All sending and receiving bank transfer

fees are your responsibility.)					
□Please charge my credit card:					
□Visa	□MasterCard	□JCB			
□Diners	□American Express				
Credit Card Number:					
Expiration Date:					
Signature:					
Name on card:					