



# Dynamic Modeling for Business Management: An Introduction (Modeling Dynamic Systems)

*Bernard McGarvey, Bruce Hannon*

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Modelling is a tool used by savvy business managers to understand the processes of their business and to estimate the impact of changes. **Dynamic Modelling for Business Management** applies dynamic modelling to business management, using accessible modelling techniques that are demonstrated starting with fundamental processes and advancing to more complex business models. Discussions of modelling emphasize its practical use for decision making and implementing change for measurable results. Readers will learn about both manufacturing and service-oriented business processes using hands-on lessons. Then will then be able to manipulate additional models to try out their knowledge and address issues specific to their own businesses and interests. Some of the topics covered include workflow management, supply-chain-management, and strategy.

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