### Contents

<table>
<thead>
<tr>
<th>Series Preface</th>
<th>v</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>vii</td>
</tr>
</tbody>
</table>

#### Chapter 1. Introduction to Dynamic Modeling

1.1 Introduction

1.2 Static, comparative static, and dynamic models

1.3 Model components

1.4 Modeling in ithink

1.5 The detailed modeling process

#### Chapter 2. Modeling of Dynamic Business Systems

2.1 Introduction

2.2 Making the organization more manageable:
   - Systems and processes

2.3 Creating and using a model

2.4 Structural complexity: A market share model

2.5 Complexity due to random variation: An order control process

2.6 Further benefits of dynamic modeling

2.7 Organizing principle of this book

#### Chapter 3. Measuring Process Performance

3.1 Introduction

3.2 Financial measures of performance

3.3 The basic profit model

3.4 The role of time, borrowing, and lending

3.5 Choosing among alternatives

3.6 Optimizing at the level of the firm

3.7 Issues with financial measures

3.8 Beyond process output measures

3.9 The process model approach
Appendix D. Optimization Techniques for the Customer Interface Model 284

D.1 Optimizing the model 284
D.2 Optimizing the physical model 284
D.3 Disappointment with the physical criterion for optimization 286
D.4 Finding the optimal financial controls 287

Appendix E. System Requirements for the CD-ROM 293

Bibliography 000

Index 000
Dynamic Modeling for Business Management
An Introduction
McGarvey, B.; Hannon, B.
2004, XIV, 308 p. 20 illus. With online files/update.,
Hardcover