# Management Of Technology By Tarek Khalil

This book is designed for professionals and students in software engineering or information technology who are interested in understanding the dynamics of software development in order to assess and optimize their own process strategies. It explains how simulation of interrelated technical and social factors can provide a means for organizations to vastly improve their processes. It is structured for readers to approach the subject from different perspectives, and includes descriptive summaries of the best research and applications.

Advanced Reservoir Engineering offers the practicing engineer and engineering student a full description, with worked examples, of all of the kinds of reservoir engineering topics that the engineer will use in day-to-day activities. In an industry where there is often a lack of information, this timely volume gives a comprehensive account of the physics of reservoir engineering, a thorough knowledge of which is essential in the petroleum industry for the efficient recovery of hydrocarbons. Chapter one deals exclusively with the theory and practice of transient flow analysis and offers a brief but thorough hands-on guide to gas and oil well testing. Chapter two documents water influx models and their practical applications in conducting comprehensive field studies, widely used throughout the industry. Later chapters include unconventional gas reservoirs and the classical adaptations of the material balance equation. * An essential tool for the petroleum and reservoir engineer, offering information not available anywhere else * Introduces the reader to cutting-edge new developments in Type-Curve Analysis, unconventional gas reservoirs, and gas hydrates * Written by two of the industry's best-known and respected reservoir engineers

The International Association for Management of Technology (IAMOT) is one of the largest scientific associations dedicated to advance the education, research and application of management of technology. The annual IAMOT conference assembles the most prominent scientists and experts in the field. The 17th conference held in 2008 included over 300 papers by experts from various countries. This volume is a collection of the best, high quality papers presented at the conference, covering topics and issues related to the knowledge economy, commercialization of knowledge, green technologies, and sustainable development.

A powerful novel of refugees escaping from war-torn Syria, masterfully told by a journalist who witnessed the crisis firsthand. In a country ripped apart by war, Tareq lives with his big and loving family . . . until the bombs strike. His city is in ruins. His life is destroyed. And those who have survived are left to figure out their uncertain future. Tareq's family knows that to continue to stay alive, they must leave. As they travel as refugees from Syria to Turkey to Greece, facing danger at every turn, Tareq must find the resilience and courage to complete his harrowing journey. While this is one family's story, it is also the timeless tale of the heartbreaking consequences of all wars, all tragedy, narrated by Destiny itself. When you are a refugee, success is outliving your loss. An award-winning author and journalist—and a refugee herself—Atia Abawi captures the hope that spurs people forward against all odds and the love that makes that hope grow. Praise for A Land of Permanent Goodbyes: Featured on NPR's Morning Edition! Featured by Dana Perino's on The Five! Featured as a most-anticipated book of 2018 on The Huffington Post! "[A] heartbreaking and to-the-minute

timely story of the Syrian refugee crisis. Abawi gives even more humanity, depth, and understanding to the headlines."—Bustle ? "From award-winning journalist Abawi comes an unforgettable novel that brings readers face to face with the global refugee crisis . . . A heartbreaking, haunting, and necessary story that offers hope while laying bare the bleakness of the world."—Kirkus Reviews, starred review ? "Abawi skillfully places humanity enmeshed in war into two sides: the 'hunters' who feed on the suffering and the 'helpers' who lend a hand. An inspiring, timely, and must-have account about the Syrian refugee disaster and the perils of all wars."—School Library Journal, starred review ? "[A] gripping and heartrending novel . . . [and an] upsetting yet beautifully rendered portrayal of an ongoing humanitarian crisis."—Publishers Weekly, starred review "As author Atia Abawi artfully illustrates, refugees are created by circumstances that can happen anywhere. A perfect companion novel to Alan Gratz's Refugee, this humanizing, often harrowing and sometimes transcendent novel fosters compassion and understanding."—BookPage, Top Teen Pick "[T]his could be paired with Sepetys' book . . . Salt to the Sea, for a multi-era look at the casualties of war."—The Bulletin of the Center for Children's Books "This is a harrowing and vitally important novel about an ongoing crisis. Tareq's story will linger with readers long after they've turned the final page."—Bookish "A Land of Permanent Goodbyes is an engrossing, heartbreaking story of survival, giving readers an authentic glimpse of the suffering and destruction in Syria."—Voice of Youth Advocates "A well-written, well-researched book."—School Library Connection "This touching read will stir empathy and compassion about the harrowing plight of refugees. Abawi . . . helps give perspective on how religion can be used to help create a world where the most basic human rights are violated."—Booklist

Chapter 1. Fundamentals of Well Testing -- Chapter 2. Decline and Type-Curves Analysis -- Chapter 3. Water Influx -- Chapter 4. Unconventional Gas Reservoirs -- Chapter 5. Performance of Oil Reservoirs -- Chapter 6. Predicting Oil Reservoir Performance -- Chapter 7. Fundamentals of Enhanced Oil Recovery -- Chapter 8. Economic Analysis -- Chapter 9. Analysis of Fixed Capital Investments -- Chapter 10. Advanced Evaluation Approaches -- Chapter 11. Professionalism and Ethics. Innovations and Advances in Computing, Informatics, Systems Sciences, Networking and Engineering This book includes a set of rigorously reviewed world-class manuscripts addressing and detailing state-of-the-art research projects in the areas of Computer Science, Informatics, and Systems Sciences, and Engineering. It includes selected papers from the conference proceedings of the Eighth and some selected papers of the Ninth International Joint Conferences on Computer, Information, and Systems Sciences, and Engineering (CISSE 2012 & CISSE 2013). Coverage includes topics in: Industrial Electronics, Technology & Automation, Telecommunications and Networking, Systems, Computing Sciences and Software Engineering, Engineering Education, Instructional Technology, Assessment, and E-learning. · Provides the latest in a series of books growing out of the International Joint Conferences on Computer, Information, and Systems Sciences, and Engineering; · Includes chapters in the most advanced areas of Computing, Informatics, Systems Sciences, and Engineering; · Accessible to a wide range of readership, including professors, researchers, practitioners and students. This research attempts to explore and identify eventual relationships between the

evolution of ERP systems and information systems integration or disintegration. The aim of this research is to know if the relationships between the ERP systems and the information systems are guided by certain factors and, as a result, to understand, more in-depth, the factors affecting these relationships. More precisely, this analysis aims to study whether assigned values given to these factors could guide the evolution of ERP systems in a manner that promotes IS integration; and if the opposite assigned values to these same factors could guide the evolution of ERP systems in a manner that provokes IS disintegration instead.

This is the first book to explain the language Unified Parallel Cand its use. Authors El-Ghazawi, Carlson, and Sterling are amongthe developers of UPC, with close links with the industrial membersof the UPC consortium. Their text covers background material onparallel architectures and algorithms, and includes UPC programmingcase studies. This book represents an invaluable resource for thegrowing number of UPC users and applications developers. Moreinformation about UPC can be found at: http://upc.gwu.edu/ An Instructor Support FTP site is available from the Wileyeditorial department.

For senior-level courses in Construction Project Management, and undergraduate/graduate-level courses in Computer-Aided Construction Management. This text views basic project management concepts from an information technology perspective. It contains comprehensive coverage of quantitative construction management techniques for planning, scheduling, estimating, cost optimization, cash flow analysis, bidding, and project control. All concepts are presented both manually and on computer applications, with a single case study to clearly demonstrate the evolution of concepts in the successive chapters.

The economic geography of music is evolving as new digital technologies, organizational forms, market dynamics and consumer behavior continue to restructure the industry. This book is an international collection of case studies examining the spatial dynamics of today's music industry. Drawing on research from a diverse range of cities such as Santiago, Toronto, Paris, New York, Amsterdam, London, and Berlin, this volume helps readers understand how the production and consumption of music is changing at multiple scales – from global firms to local entrepreneurs; and, in multiple settings – from established clusters to burgeoning scenes. The volume is divided into interrelated sections and offers an engaging and immersive look at today's central players, processes, and spaces of music production and consumption. Academic students and researchers across the social sciences, including human geography, sociology, economics, and cultural studies, will find this volume helpful in answering questions about how and where music is financed, produced, marketed, distributed, curated and consumed in the digital age.

Written by the author who helped crystalize the field of technology management and the management of innovation with the first two editions of Managing Technological Innovation, this Third Edition brings the subject in line with current business strategy. It also presents information in a newer organized format that aligns more closely with how the topics are presented and discussed in the classroom. Also included is a wider discussion of how science and technology interact with the global economy.

Leadership and the traditional concept of what makes an effective leader is being challenged in the 21st century. Today, many teams are dispersed across time, geography, and cultures and coordinating those team using traditional concepts of leadership and management has been challenging. Strategic Management and Leadership for Systems Development in Virtual Spaces provides insights into the relationship between leadership and information systems development within online environments as well as strategies for effectively managing virtual teams. Focusing on opportunities as well as challenges associated with e-collaboration and

managing remote workers, this peer-reviewed collection of research is designed for use by business professionals, scholars, and researchers in the fields of information science and technology, business and management, sociology, and computer science.

Exponential growth in population and improved standards of living demand increasing amount of freshwater and are putting serious strain on the quantity of naturally available freshwater worldwide. Water Management: Social and Technological Perspectives discusses developments in energy-efficient water production, management, wastewater treatment, and social and political aspects related to water management and re-use of treated water. It features a scientific and technological perspective to meeting current and future needs, discussing such technologies as membrane separation using reverse osmosis, the use of nanoparticles for adsorption of impurities from wastewater, and the use of thermal methods for desalination. The book also discusses increasing the efficiency of water usage in industrial, agricultural, and domestic applications to ensure a sustainable system of water production, usage, and recycling. With 30 chapters authored by internationally renowned experts, this work offers readers a comprehensive view of both social and technological outlooks to help solve this global issue.

Effective project management tailored to the needs of the telecommunications industry "In our rapidly changing world, the information and communication technologies and services have an immense impact on virtually all aspects of our lives. . . . With his deep understanding of the telecommunication services, and his rich experiences in both standardization activities and teaching practice, [Dr. Sherif's] book provides a very clear analysis of development projects in telecommunication services. I believe the readers will find this book very useful and interesting." —Houlin Zhao, Director, Telecommunication Standardization Bureau,International Telecommunication Union "Dr. Sherif's book is an important contribution to the project management literature. With the domination of the service economy in recent years, the book addresses the unique features of telecommunication services, a critical pillar of the service sector. Development projects in telecommunications require combining good knowledge of the fundamentals of project management with clear understanding of the complexities arising from fast-changing technology, deregulations, standards, accountability, and supply chain management difficulties. This book addresses the much-needed integrative approach very well." —Tarek Khalil, President, International Association for Management of Technology (IAMOT) While there has been much written about project management, the vast majority of the literature focuses on industrial design and production. In Managing Projects in Telecommunication Services, Mostafa Hashem Sherif effectively demonstrates the unique requirements of projects in telecommunication services and, consequently, the benefits of an integrated approach to project management that is specifically tailored to the telecommunications industry. Managing Projects in Telecommunication Services draws from a wide range of disciplines, including organizational management, motivation, quality control, and software engineering. All the theory and practical guidance that an effective telecommunications project manager needs is provided. The text is divided into three main parts: Chapters 1 through 3 set forth the special characteristics of telecommunications projects, including technology life cycle, type of innovation, and project organization Chapters 4 through 10 cover the areas that the Project Management Institute has standardized in its publication A Guide to the Project Management Body of Knowledge (PMBOK® Guide), focusing on the issues specific to telecommunications. Chapters address scope, schedule and cost, information and communication, human resources, quality, vendor management, and risk Chapters 11 and 12 integrate and summarize all of the concepts for the planning and delivery of a project Chapters are loaded with examples and case studies, many from the author's personal experience, that demonstrate the benefits of good project management and the consequences of poor project management. Each chapter includes a summary of key points.

References are also provided to facilitate further research and study. For project managers as well as students in telecommunications, this text is unsurpassed. It not only covers the theory and practice of effective project management, it also tailors its discussion specifically to the unique needs of the telecommunications industry. (PMBOK is a registered mark of the Project Management Institute, Inc.)

The theme of the 2002 Eleventh International Conference on Management of Technology, held in Miami Beach, Florida, was "The Drive Towards the Internet Economy: Opportunities and Challenges for Developed and Developing Regions of the World". The intent was to provide a special focus on the explosion expected in E-commerce.

Divided into four parts and comprising Tarek Heggy's writings on the Egyptian mind, this volume makes an attempt to diagnose the illnesses of contemporary Egyptian political and socio-economic actuality and prescribe two solutions: a liberal political system and a modern market economy.

Entrepreneurship and innovation play a vital role in fostering sustainable development. Advances in technology and communications have both transformed the process of business as well as strengthened the role of entrepreneurship in developed and developing countries. This important book is the first to provide the fundamental concepts and applications for faculty and students in this field, and also serves as a professional reference for practicing entrepreneurs and policymakers. Each chapter provides a clear guide to the conceptual and practical elements that characterize entrepreneurship and the process of new venture formation, including functional strategies in key areas such as marketing, information technology, human resources management, and accounting and finance. Questions and exercises are presented throughout in order to encourage discussion and problem-solving. A quick summary of the important concepts and definitions are also provided. Keeping practicality as the book's core aim, all chapters include a long case study to set the scene and then draw upon shorter cases from both developing and developed countries to reinforce key learning objectives and the real-world application of the book's core concepts.

Explains the purpose of a technology strategy and the need for its integration with other business policies

Pure environmentalism and pure resource exploitation can be integrated together to form an encompassing sustainability solution. This is the main message of this book based on an innovative "structure-concentration-incentives" methodology applied to Egypt. This methodology provides a basis for achieving environmental sustainability based on endogenous source-driven forces of change in contrast to the traditional effects-dominant oriented approach. Though the book's methodology could be used as a framework of analysis in environmental sustainability research for any developing country, Egypt provides a rich case study because of its historical, socio-economic, and political constructs. Sustainable development is generally seen as a tradeoff between resource efficiency and social equity such that total resource essentials in society can become sustainable in the long run in a manner that meets the needs of current generations without compromising the ability of future generations to meet their

own needs. Environmental sustainability cannot be implemented without the direct inclusion of structure (form), concentration (effect), and incentives (drivers) as critical policy choices because: (1) they constitute a necessary condition in any country's path towards sustainable development, (2) they must be implemented simultaneously as a target and constraint, and (3) they require social and political sacrifice complemented by endogenous-based systems in contrast to authoritarian solutions. Egypt, Energy and the Environment presents research on Egypt's energy and environmental resources from multidisciplinary perspectives. It offers sustainability solutions to many of the country's problems relating to energy, pollution, water, gender, wildlife, politics, economics, management, ecology, and information technology. The book's method of analysis can be applied to other developing countries as well. _____ Tarek H. Selim is Associate Professor of Economics at the American University in Cairo and Faculty Affiliate to Harvard Institute for Strategy and Competitiveness. He has published extensively in leading international journals and presented papers in many conferences. His research output includes more than fifty research articles and book reviews, and he won his school's research excellence award in 2006. Professor Selim has PhD in economics from George Washington University, MBA from Johns Hopkins, and holds professional certificate programs from MIT, Harvard, Georgetown, Oxford, and Imperial College.

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Become an ace Python programmer by learning best coding practices and advance-level concepts with Python 3.5 About This Book Based on the latest stable version of Python (version 3.5) Creating well manageable code that will run in various environments with different sets of dependencies Packed with advanced concepts and best practices to write efficient Python code Who This Book Is For The book would appeal to web developers and Python programmers who want to start using version 3.5 and write code efficiently. Basic knowledge of Python programming is expected. What You Will Learn Conventions and best practices that are widely adopted in the python community Package python code effectively for community and production use Easy and lightweight ways to automate code deployment on remote systems Improve your code's quality, reliability, and performance Write concurrent code in python Extend python with code written in different languages In Detail Python is a dynamic programming language, used in a wide range of domains by programmers who find it simple, yet powerful. Even if you find writing Python code easy, writing code that is efficient and easy to maintain and reuse is a challenge. The focus of the book is to familiarize you with common conventions, best practices, useful tools and standards used by python professionals on a daily basis when working with code. You will begin with knowing new features in Python 3.5 and quick tricks for improving productivity. Next, you will learn advanced and useful python syntax elements brought to this new version. Using advanced object-oriented concepts

and mechanisms available in python, you will learn different approaches to implement metaprogramming. You will learn to choose good names, write packages, and create standalone executables easily. You will also be using some powerful tools such as buildout and vitualenv to release and deploy the code on remote servers for production use. Moving on, you will learn to effectively create Python extensions with C, C++, cython, and pyrex. The important factors while writing code such as code management tools, writing clear documentation, and test-driven development are also covered. You will now dive deeper to make your code efficient with general rules of optimization, strategies for finding bottlenecks, and selected tools for application optimization. By the end of the book, you will be an expert in writing efficient and maintainable code. Style and approach An easy-to-follow guide that covers industry followed best practices in Python programming

Focusing on the questions that face top management, such as deciding which technologies to invest in and how to manage and exploit them, and shaping management roles to fit technological strategy. This text explores these and other key issues in an accessible, non-technical way.

This book presents the proceedings of the 1st International Conference on Artificial Intelligence and Computer Visions (AICV 2020), which took place in Cairo, Egypt, from April 8 to 10, 2020. This international conference, which highlighted essential research and developments in the fields of artificial intelligence and computer visions, was organized by the Scientific Research Group in Egypt (SRGE). The book is divided into sections, covering the following topics: swarm-based optimization mining and data analysis, deep learning and applications, machine learning and applications, image processing and computer vision, intelligent systems and applications, and intelligent networks.

"This book is a unique source of information outlining the importance of Information Communication Technology (ICT) adoption and diffusion, covering the Arab world's strong need for access to information systems, while still paying close attention to their culture and localization of practices"--Provided by publisher.

Describes principles and methodologies necessary to build efficient and highly productive work systems in high tech organizations that must develop and deploy new products in a timely fashion with competitive advantage. Presents techniques applicable to small high tech consumer products or large complex systems requiring cost control, waste minimization and rapid product development. Stresses methodologies to be used for strategic advantage. Suggests diverse strategic plans and their pros and cons, depending on the product and markets.

Increasingly, human beings are sensors engaging directly with the mobile Internet. Individuals can now share real-time experiences at an unprecedented scale. Social Sensing: Building Reliable Systems on Unreliable Data looks at recent advances in the emerging field of social sensing, emphasizing the key problem faced by application designers: how to extract reliable information from data collected from largely unknown and possibly unreliable sources. The book explains how a myriad of societal

applications can be derived from this massive amount of data collected and shared by average individuals. The title offers theoretical foundations to support emerging data-driven cyber-physical applications and touches on key issues such as privacy. The authors present solutions based on recent research and novel ideas that leverage techniques from cyber-physical systems, sensor networks, machine learning, data mining, and information fusion. Offers a unique interdisciplinary perspective bridging social networks, big data, cyber-physical systems, and reliability Presents novel theoretical foundations for assured social sensing and modeling humans as sensors Includes case studies and application examples based on real data sets Supplemental material includes sample datasets and fact-finding software that implements the main algorithms described in the book

The International Association for Management of Technology (IAMOT) is one of the largest scientific associations dealing with the education, research and application of management of technology. The annual conferences held by IAMOT assemble the most important scientists and experts in the field. The 16th conference held in 2007 included papers by experts from 32 countries. This book compiles the best of those papers presented at the conference. It covers topics and issues related to the knowledge economy, commercialization of knowledge, green technologies, and sustainable development.

Technological Developments in Networking, Education and Automation includes a set of rigorously reviewed world-class manuscripts addressing and detailing state-of-the-art research projects in the following areas: Computer Networks: Access Technologies, Medium Access Control, Network architectures and Equipment, Optical Networks and Switching, Telecommunication Technology, and Ultra Wideband Communications. Engineering Education and Online Learning: including development of courses and systems for engineering, technical and liberal studies programs; online laboratories; intelligent testing using fuzzy logic; taxonomy of e-courses; and evaluation of online courses. Pedagogy: including benchmarking; group-learning; active learning; teaching of multiple subjects together; ontology; and knowledge management. Instruction Technology: including internet textbooks; virtual reality labs, instructional design, virtual models, pedagogy-oriented markup languages; graphic design possibilities; open source classroom management software; automatic email response systems; tablet-pcs; personalization using web mining technology; intelligent digital chalkboards; virtual room concepts for cooperative scientific work; and network technologies, management, and architecture. Coding and Modulation: Modeling and Simulation, OFDM technology , Space-time Coding, Spread Spectrum and CDMA Systems. Wireless technologies: Bluetooth , Cellular Wireless Networks, Cordless Systems and Wireless Local Loop, HIPERLAN, IEEE 802.11, Mobile Network Layer, Mobile Transport Layer, and Spread Spectrum. Network Security and applications: Authentication Applications, Block Ciphers Design Principles, Block Ciphers Modes of Operation, Electronic Mail Security, Encryption & Message Confidentiality, Firewalls, IP Security, Key Cryptography & Message Authentication, and Web Security. Robotics, Control Systems and Automation: Distributed Control Systems, Automation, Expert Systems, Robotics, Factory Automation, Intelligent Control Systems, Man Machine Interaction, Manufacturing Information System, Motion Control, and Process Automation. Vision Systems: for human action sensing, face recognition, and image processing algorithms

for smoothing of high speed motion. Electronics and Power Systems: Actuators, Electro-Mechanical Systems, High Frequency Converters, Industrial Electronics, Motors and Drives, Power Converters, Power Devices and Components, and Power Electronics. Management of Technology - SIETata McGraw-Hill EducationManagement Of TechnologyTata McGraw-Hill EducationManagement of TechnologyThe Key to Competitiveness and Wealth CreationMcGraw-Hill Science, Engineering & Mathematics

The 12th International Conference of the International Association for Management of Technology (IAMOT) held in March 2002 in Nancy, France, focused on "Innovation and Sustainable Development." This book represents a selection of the best contributions presented in Nancy.

This book treats an increasingly important subject, the effective management of technology, and brings an engineer's perspective to the discussion. Many engineers and scientists are charged by their organizations with anticipating technology needs of their companies and managing the integration of technology into the workplace. These days it is a critical skill for engineers to make accurate appraisals of trends, costs, and how technologies will benefit the company and the needs of the customer. Khalil's book is the only book available in this market that addresses these topics.

New developments in bio- and nanotechnologies and also in information and communication technologies have shaped the research environment in the last decade. Increasingly, highly educated experts in R&D departments are collaborating with scientists and researchers at universities and research institutes to develop new technologies. Transnational companies that have acquired various firms in different countries need to manage diverse R&D strategies and cultures. The new knowledge-based economy permeates across companies, universities, research institutes and countries, creating a cross-disciplinary, global environment. Clearly, managing technology in this new climate presents significant challenges.This book comprises selected papers from the 14th International Conference on Management of Technology, which was convened under the auspices of IAMOT and UNIDO on 22-26 May 2005 in Vienna, Austria. It deals with some important aspects of these challenges, and discusses in detail the changing dynamics of innovation and technology management. It will certainly appeal to academics, scientists, managers, and policy makers alike.

Advances in Computer and Information Sciences and Engineering includes a set of rigorously reviewed world-class manuscripts addressing and detailing state-of-the-art research projects in the areas of Computer Science, Software Engineering, Computer Engineering, and Systems Engineering and Sciences. Advances in Computer and Information Sciences and Engineering includes selected papers from the conference proceedings of the International Conference on Systems, Computing Sciences and Software Engineering (SCSS 2007) which was part of the International Joint Conferences on Computer, Information and Systems Sciences and Engineering (CISSE 2007).

Master the proven principles of technology management (TM) to improve your company's financial performance and competitive position. Handbook of Technology Management, edited by Gerard H. Gaynor, gives you an enterprise-wide view of technology to help you manage your business as a system. . .optimize investments in technology. . .achieve efficient business integration. . .and monitor and measure TM

effectiveness. Detailed case studies illustrate the TM efforts of such organizations as Motorola and Digital Equipment--valuable lessons you can use to ensure the success of your own company.

This text tackles some of the issues facing practitioners and researchers in the field of management of technology. Special attention is given to the challenges facing nations and companies at the dawn of a new millennium where technology is expected to dominate every aspect of human endeavour. It presents thoughts in this field especially with respect to technological change, economic growth, globalization and sustainable development. This collection contains a number of papers contributed by authors from around the world. The papers were selected from those presented at the 9th International Conference on Management of Technology held in Miami, Florida in February 2000. This is the official conference of the International Association for Management of Technology (IAMOT), an international association concerned with the promotion of education, research and practice in this growing field.

`This reader is an outstanding piece of work. It captures the essence of operations management by providing an interesting and sometimes provoking set of readings. It also provides an excellent review of the topic. Its approach to operations management is both topical and comprehensive. The editors have done an outstanding job of including many of the significant recent developments in the area, particularly in the technology and operations strategy areas' - Nigel Slack, Professor of Operations Strategy, Warwick University

Today's children may well become the first generation of Americans whose life expectancy will be shorter than that of their parents. The culprit, public health experts agree, is obesity and its associated health problems. Heretofore, the strategy to slow obesity's galloping pace has been driven by what the philosopher Karl Popper calls ''the bucket theory of the mind. '' When minds are seen as containers and public understanding is viewed as being a function of how many scientific facts are known, the focus is naturally on how many scientific facts public minds contain. But the strategy has not worked. Despite all the diet books, the wide availability of reduced-calorie and reduced-fat foods, and the broad publicity about the obesity problem, America's waistline continues to expand. It will take more than food pyramid images or a new nutritional guideline to stem obesity's escalation. Albert Einstein once observed that the significant problems we face cannot be solved at the same level of thinking we were at when we created them, and that we would have to shift to a new level, a deeper level of thinking,tosolvethem. Thisbookarguesfor,andpresents,adifferent perspective for thinking about and addressing the obesity problem: a systems thinking perspective. While already commonplace in engineering and in business, the use of systems thinking in personal health is less widely adopted. Yet this is precisely the setting where complexities are most problematicandwherethestakesarehighest.

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