



Idealized Design: How to Dissolve Tomorrow's Crisis...Today

Russell L. Ackoff, Jason Magidson, Herbert J. Addison

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What's the best way to drive fundamental, transformative change within your organization? Envision your ideal solution: then, work backwards to where you are. It's called idealized design, and -- as executives in hundreds of organizations will testify -- it's one of the most powerful techniques you'll ever use. Authored by its legendary creator, Wharton Professor Emeritus Russell Ackoff, and leading practitioner Jason Magidson, *Idealized Design* covers every facet of this breakthrough methodology. You'll learn the fundamental differences between idealized design and traditional process re-engineering, and understand how idealized design eliminates many conventional obstacles to change. Start-to-finish techniques and examples drawn from hundreds of companies, non-profits, and government organizations will show you how to use idealized design to solve your own crisis of tomorrow...today.

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