



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

By 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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Editorial Review

From Publishers Weekly

Idealized design is a great concept: in order to find the ideal solution to a business challenge, you envision the perfect solution, then work backward to the possible. The authors appear to have followed that concept, asking themselves what the ideal business book should include. A thorough explanation of the concept and convincing proof of its value in a variety of situations and organizations? Check. An inventory of the ideal environment for performing idealized design experiments? Check. Case studies? Check. The development of idealized design is largely credited to Ackoff, a management professor emeritus and author of 22 books who is praised in the foreword as "no doubt one of the greatest management innovators of our time." The progressive concepts described here are useful to companies undergoing a difficult transition or wanting to push themselves to the next level. More impressively, this volume ventures beyond the business realm to explore how idealized design can be applied to larger social issues, such as a national health care system or a new electoral system. Regardless of whether the reader agrees with the proposed designs, those examples expand the interest of this book beyond its traditional category and readership. (*July*)

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From the Back Cover

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About the Author

Russell L. Ackoff is Anheuser-Busch Professor Emeritus of Management Science, The Wharton School, University of Pennsylvania. He was a member and former Chairman of The Wharton School's Social Systems Sciences Department, as well as the Busch Center, which specializes in systems planning, research, and design.

Dr. Ackoff is author and co-author of 22 books, *including Redesigning the Future, The Art of Problem Solving, Creating the Corporate Future, Revitalizing Western Economies, Management in Small Doses, Ackoff's Fables, The Democratic Corporation*, and his most recent books *Re-Creating the Corporation, Ackoff's Best, Redesigning Society*, and *Beating the System*, the latter two with Sheldon Rovin. His work in research, consulting, and education has involved more than 350 corporations and 75 government agencies in the United States and abroad.

Dr. Ackoff played a key role at the University of Pennsylvania, both in the early history of the Operations Research Group and in establishing the Social Systems Sciences Graduate Group. Since becoming Emeritus, he has been honored by the establishment of the Russell L. Ackoff Endowment in the Wharton School and The Ackoff Center for the Advancement of Systems Approaches in the Engineering School, through which

his legacy at the University of Pennsylvania continues.

Jason Magidson is director of innovation processes at GlaxoSmithKline. He has 20 years' experience helping organizations create an environment where great product and service ideas are generated. His clients have ranged from IKEA and DuPont to startups and non-profits. Magidson founded ProductWish.com, a Web-based clearinghouse for innovative product improvement ideas. He has written for publications including *Harvard Business Review*.

Herbert J. Addison is a consulting editor and writer who has served as vice president and executive editor in business and economics for the Oxford University Press, and director of its college textbook department.

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