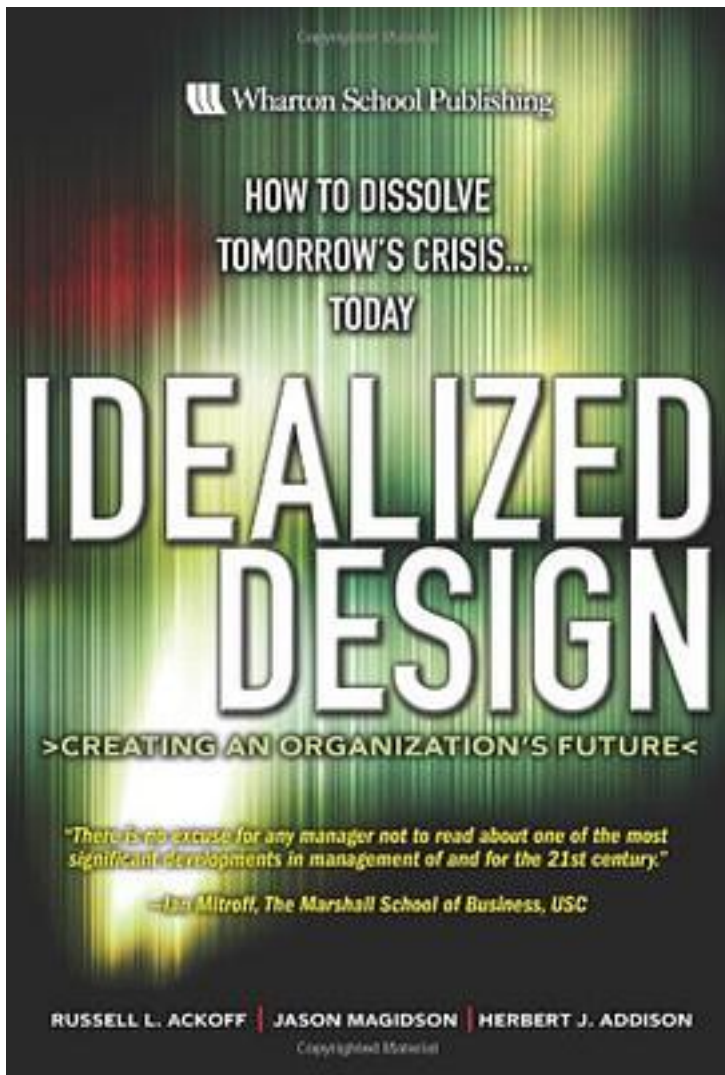


理想化设计 IDEALIZED DESIGN



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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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