Jackson’s new book responds to the growing interest in systems ideas and their application, and builds on the success of his previous work with Bob Flood Creative Problem Solving. This book is different from existing texts in the systems field - it provides a clear introduction to the origins of systems thinking, concepts and the development of applied systems thinking and offers an account of ‘critical systems practice’ which demonstrates how other systems methodologies, model and methods can be used in combination.

Creative Problem Solving is comprehensive in scope, offering a brief introduction to all main ‘holistic approaches to management’ and demonstrating, with case studies, how each is used in practice. This straightforward and clear text from an established author in the field will be welcomed by students and academics as the ‘new’ Creative Problem Solving - a comprehensive, practical guide to a potentially difficult subject.

ABOUT THE AUTHOR

Michael C. Jackson graduated from Oxford University and has since worked in public sector management, in academia, and as a consultant. He is Professor of Management Systems at the University of Hull, United Kingdom, and Director of its business school. Mike is author of Systems Methodology for the Management Sciences, Plenum, 1991; Creative Problem Solving, Wiley, 1991 (with R.L. Flood); Systems Approaches to Management, Kluwer/Plenum, 2000; and numerous articles in academic and professional journals, including some of the most cited in the field. He is also editor-in-chief of Systems Research and Behavioral Science and associate editor of Systems Practice and Action Research. Mike has been Chair of the UK Systems Society and President
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• Comprehensive in scope - covers all major 'holistic' approaches to management and shows how each is used in practice

• Includes pertinent case studies.

• Walks the reader through the process of effectively reaching the consumer.

• Unique focus on 'creative holism' - the employment of different systems approaches in powerful creative combinations

• Michael C Jackson was awarded OBE in the 2010 New Year Honours list for services to Higher Education and to Business.

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