



About the author

Dag C. Forssell obtained his M.S. degree in Mechanical Engineering in his native Sweden, immigrated to the U.S. in 1967 and followed up with an MBA from University of Southern California. He has held engineering, engineering management and marketing management positions during his decades in American manufacturing industry.

Mr. Forssell is a student, advocate, author and teacher of Perceptual Control Theory (PCT). He serves as an archivist and is Past President of the Control Systems Group, an association of researchers and students of PCT. He also publishes PCT-related books, videos and web sites.

Mr. Forssell is committed to PCT because it offers a new and different explanation regarding what behavior is, how it works and what it accomplishes, thus offering a fresh start in the social sciences, and he is convinced that if you want to understand how behavior works, PCT is the only game in town.

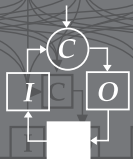
PCT can be understood at many levels, from an overall sense that people control what happens to them, to in-depth detail regarding the interaction of multiple control systems. The major requirement for study of PCT is an open mind and willingness to study how control works and what control controls.

Publications by Mr. Forssell include the present series of articles and several other introductions and statements about the engineering, physical, or natural science quality of Perceptual Control Theory. Presentations include introductions to PCT at a Deming users group, at Control Systems Group meetings and a dramatization of the Rubber Band Demonstration.

What people say about this book

When I first learned of PCT in 1998, I read everything I could get my hands on and your articles, for me, most clearly explained PCT. Somehow, your unique use of language, (perhaps it's more humanizing?) allowed me to understand it better, whereas much that was written (that seems to be changing) is so technical. The result being, if one has not mastered PCT language one becomes lost—at least for a time. Your explanations revealed PCT almost immediately for me: your description of the rubber band exercise and how that applies to our relationships with others, the images you use in your publication, etc. I look forward to when this theory is the predominant one in my field.

David Hubbard, LMHC



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