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Rational Choice and Judgment: Decision Analysis for the Decider (Hardback)

By Rex V. Brown

John Wiley Sons Inc, United States, 2005. Hardback. Book Condition: New. New.. 229 x 155 mm. Language: English . Brand New Book. The tools needed to make a better, more informed decision. Decision analysis (DA) is the logic of making a decision using quantitative models of the decider's factual and value judgments. DA is already widely used in business, government, medicine, economics, law, and science. However, most resources present only the logic and models rather than demonstrating how these methods can be effectively applied to the real world. This book offers an innovative approach to decision analysis by focusing on decision-making tools that can be utilized immediately to make better, more informed decisions. It uses no mathematics beyond arithmetic. Examining how deciders think about their choices, this book provides problem-solving techniques that not only reflect sound modeling but also meet other essential requirements: they build on the thinking and knowledge that deciders already possess; they provide knowledge in a form that people are able and willing to provide; they produce results that the decider can use; and they are based on intimate and continuous interactions with the decider. The methods outlined in this text take into account such factors...



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