DESCRIPTION

A practical, non-calculus-based book on decision analysis for business and public policy. It includes a balanced presentation of quantitative and qualitative techniques, and integrates the use of a leading decision analysis software DPL throughout.

ABOUT THE AUTHOR


FEATURES

- A short, practical, non-calculus-based text on decision analysis for business, and public policy and other professional programs.

- Techniques from economics, probability and cognitive psychology are presented as part of a step-by-step approach to making good decisions.
• The use of computers is presented throughout as an integral part of the decision making process serving to maintain information and perform calculations.

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