



Decision Analysis for Management Judgment

Paul Goodwin, George Wright

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In an increasingly complex world, decision analysis has a major role to play in helping decision-makers to gain insights into the problems they face. *Decision Analysis for Management Judgment* is unique in its breadth of coverage of decision analysis methods. It covers both the psychological problems that are associated with unaided managerial decision making and the decision analysis methods designed to overcome them. It is presented and explained in a clear, straightforward manner without using mathematical notation.

The fourth edition has been fully revised and updated and includes a number of changes to reflect the latest developments in the field.

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