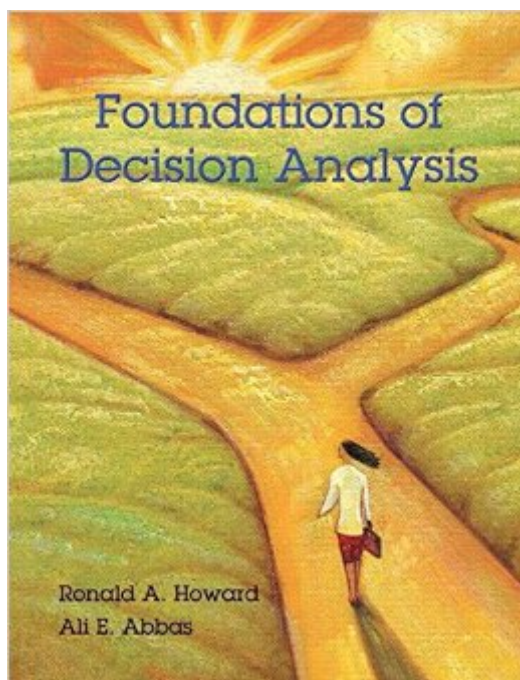


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# Foundations Of Decision Analysis



## Synopsis

For courses in Decision Making and Engineering. **The Fundamentals of Analyzing and Making Decisions: Foundations of Decision Analysis** is a groundbreaking text that explores the art of decision making, both in life and in professional settings. By exploring themes such as dealing with uncertainty and understanding the distinction between a decision and its outcome, the First Edition teaches readers to achieve clarity of action in any situation. The book treats decision making as an evolutionary process from a scientific standpoint. Strategic decision-making analysis is presented as a tool to help students understand, discuss, and settle on important life choices. Through this text, readers will understand the specific thought process that occurs behind approaching any decision to make easier and better life choices for themselves.

## Book Information

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## Customer Reviews

The core decision analysis community had been waiting for this book for many years. It ran out of stock the day that they mailed the book to those who pre-ordered it. These comments are for readers who are interested in decision analysis but may be not that familiar with the authors or the book background. The list of its forty chapters is included at the end of these comments. Ronald Howard is a key founder of the discipline and his writing, teaching and application of decision analysis has shaped the discipline. In addition, he is a most clear, logical and even fun to read writer. Ali Abbas is a major decision analysis scholar and innovator, and the Director of CREATE at USC. This book is the outgrowth of the course notes that Ronald Howard developed and used for

teaching decision analysis at Stanford over more than forty year. It is great that "the manuscript" is now published in an extended and enriched version. The forty chapters of the book cover a wide range of interrelated concepts and techniques. A subset of the chapters was designed to be understood by a general audience. The book includes many other chapters that go deep into the underpinnings of the discipline. The book is written as a textbook but it is also a reference book. The book uses simple examples carefully designed to learn a lot from them and logically builds a network of useful concepts from the "five rules of actional thought" (Howard's axiomatic basis for the discipline.) It includes a few exercises at the end of each chapter but it does not include a bibliography.

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