



Judgment and Decision Making (Earthscan Risk in Society)

By Baruch Fischhoff

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Behavioral decision research offers a distinctive approach to understanding and improving decision making. It combines theory and method from multiple disciplines (psychology, economics, statistics, decision theory, management science). It employs both empirical methods, to study how decisions are actually made, and analytical ones, to study how decisions should be made and how consequential imperfections are. This book brings together key publications, selected to represent the major topics and approaches used in the field. Put in one place, with integrating commentary, it shows the common elements in a research program that represents the scope of the field, while offering depth in each. Together, they provide a vision for what has become a burgeoning field.

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About the Author

Baruch Fischhoff is Howard Heinz University Professor, Carnegie Mellon University, Department of Social and Decision Sciences, Department of Engineering and Public Policy.

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