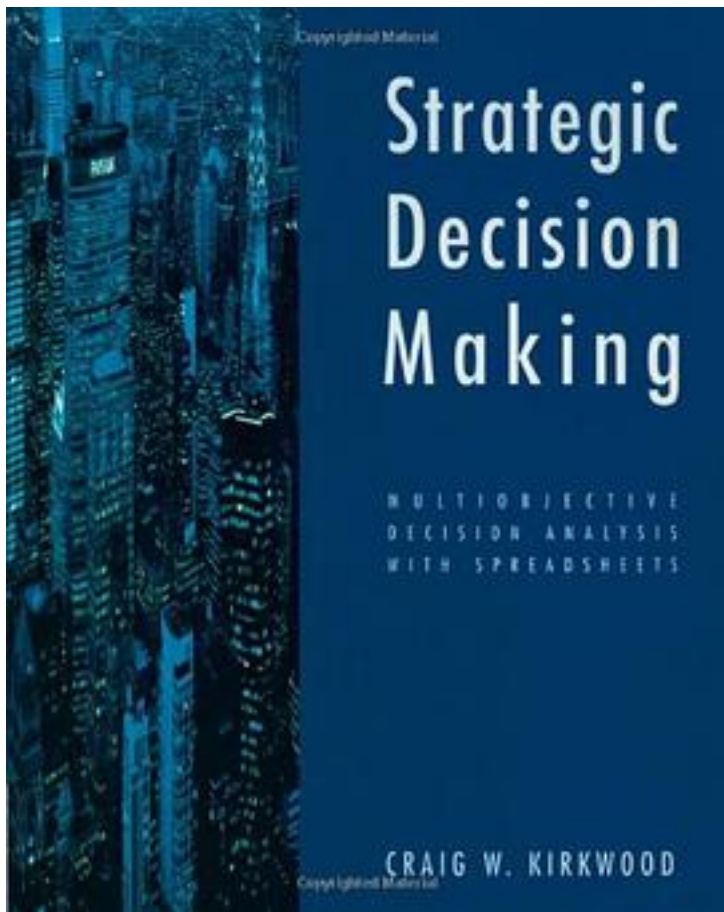


Strategic Decision Making



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Intended for courses in multiobjective decision analysis or as a supplement to a first course in decision analysis, this text emphasizes practical applications and problem solving. Students learn how to use spreadsheets and other analytical tools in considering such important tradeoffs as cost versus quality and market share versus

short-term return on investment.

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