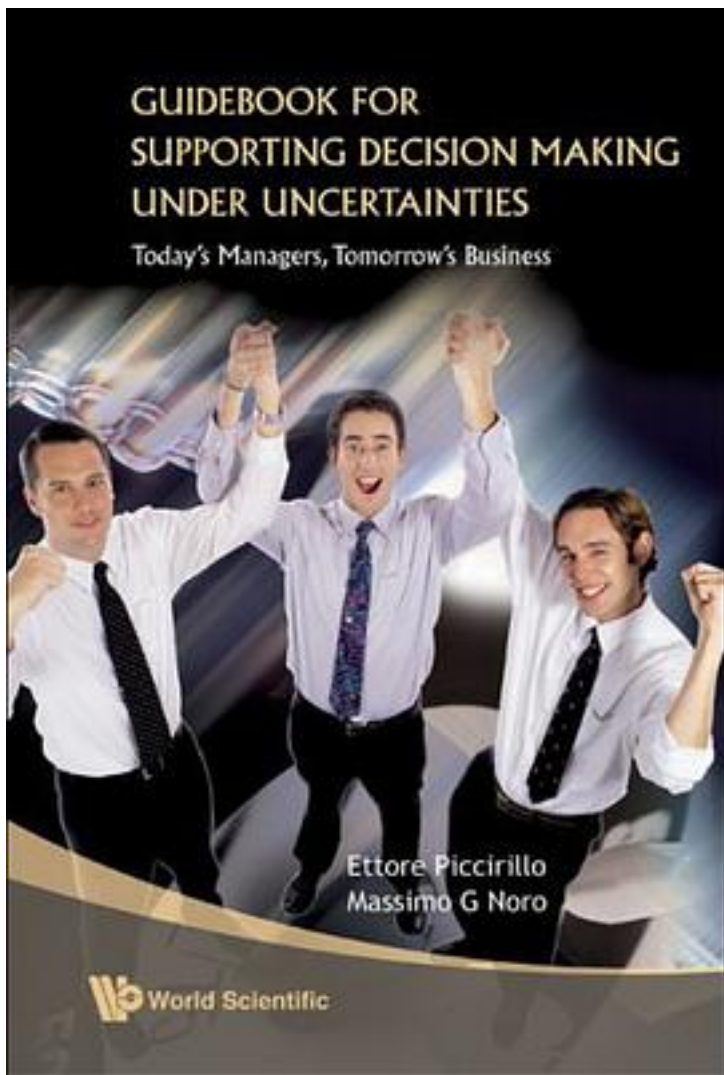


# Guidebook For Supporting Decision Making Under Uncertainties



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This book provides much-needed guidance in making sound business decisions for the business leader or decision maker, especially investment appraisal practitioners such as strategic planners, business analysts, financial partners, and supply chain experts. By supply chain, the authors mean the network of retailers, distributors, transporters, storage facilities and suppliers that participate in the sale, delivery and production of a particular product.

The book begins with an introduction to the concept of decision making under uncertainty and the forces driving the business. A gap in the current knowledge is then discovered as it arises from an analysis of the profitability indicators that are currently being used.

With hands-on experience in decision making within the supply chain environment, and coupled with leading-edge mathematical and business formulations, the authors propose how to enrich quantitative and qualitative decision-making measures. This further leads to a decision-making framework and process, supported by a ready-to-use tool (PADOVA).

Contents: Decision Under Uncertainty; Critical Review of Accounting Performance Measures; Critical Review of Strategic Criteria; A Way Forward: Quantitative Decision Making Measures; A Way Forward: Qualitative Decision Making Measures; The Framework.

作者介绍:

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