



Wharton on Making Decisions

By Stephen J. Hoch, Howard C. Kunreuther, Robert E. Gunther

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Wharton on Making Decisions, Stephen J. Hoch, Howard C. Kunreuther, Robert E. Gunther, Perspectives from leaders in decision science at Wharton Organized in part through Wharton's Risk Management and Decision Processes Center, the book assembles leading researchers from Wharton's business faculty who demonstrate how to apply the latest approaches in decision-making from four perspectives: personal, managerial, negotiator, and consumer. Each chapter describes how decisions are actually made, presents the ideal scenario, and then provides practical suggestions for improvement. The subjects range from when consumers will choose variety, integrating intuition into decisions, and applying game theory and strategic decisions, to decision factors in negotiations and how choices are made about insurance and health care.



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