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Titolo	Managerial Decision Making : A Holistic Approach // by Jeffrey Yi-Lin Forrest, Jeananne Nicholls, Kurt Schimmel, Sifeng Liu
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Nota di contenuto	Chapter 1. Facing the Challenge Holistically -- Chapter 2. Basics of Systems Science -- Chapter 3. The Dynamics of Market Competition -- Chapter 4. Market Entry and Market Partition -- Chapter 5. What is Happening?- Chapter 6. Successfully Ride Waves of Transient Competitive Advantages -- Chapter 7. Effects of Strategies -- Chapter 8. Impacts of Culture, Structure and Leadership -- Chapter 9. The Procedure that is Supported by Solid Theories -- Chapter 10. International Trade and Firm performance -- Chapter 11 Trade Dumping and Anti-dumping.
Sommario/riassunto	This book develops a general theory of managerial decision making on the basis of a few elementary postulates. It employs logic as the method of reasoning, systems science in general and the systemic YoYo Model in particular, as the intuitive playground. By doing so, the authors take individually background-based guesswork out of processes of decision making. All established conclusions are expected to be generally employable in real-life applications. At the same time,

the book is user friendly to a wide range of audience, coincides with people's intuition, and provides applicable results and insights for practical purposes.
