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CHAPTER 16 The Role of Experience in Consumer Decisions: The Case of Brand Loyalty
CHAPTER 17 Positive and Negative Effects of Prior Knowledge on Referee Decisions in Sports; PART IV: EDUCATING THE ROUTINES OF DECISION MAKING; CHAPTER 18 From the Recognition Primed Decision Model to Training; CHAPTER 19 Knowledge, Argument, and Meta-Cognition in Routine Decision Making; CHAPTER 20 Current Research on Routine Decision Making: Advances and Prospects; Author Index; Subject Index

Sommario/riassunto

Experience is currently a hot theme in decision making. For a long time, decision research was almost exclusively focused on new decisions and neglected the importance of experience. It took the field until the 1990s for a new direction in research and theorizing to become visible in the literature. There are parallel movements happening in sociology, political science, social psychology, and business. The purpose of this edited book is to provide a balanced and representative overview of what is currently known about the dynamics of experienced-based decision making. The chapters are w
