

1. Record Nr.	UNINA9910453167703321
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Titolo	Decision by objectives [[electronic resource]] : how to convince others that you are right // Ernest H. Forman, Mary Ann Selly
Pubbl/distr/stampa	River Edge, N. J., : World Scientific, c2001
ISBN	9786611956349 1-281-95634-1 981-281-069-2
Descrizione fisica	1 online resource (420 p.)
Altri autori (Persone)	SellyMary Ann
Disciplina	658.403
Soggetti	Decision making Management by objectives Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents ; Preface ; Chapter 1 Introduction: Management Decision-Making Today ; The Need for Better Decision-Making ; Tradeoffs ; BOGSAT ; Cognitive Limitations ; Satisficing ; Common Simplistic Strategies ; Cognitive Decision Rules ; Unimportant vs. Crucial Decisions Resistance to Change Requisites for Change ; The Analytic Hierarchy Process ; Chapter 2 Problem Solving and Decision-Making ; Problem Solving ; Decision Making ; Intelligence, Design, Choice; Decision-Making is a Process ; Analysis vs. Synthesis ; Quantitative vs. Qualitative Objectivity vs. Subjectivity Linear versus Non-Linear ; Chapter 3 Decision-Making Concepts & Methodologies ; Alternatives - Pros and Cons ; Misuse of Numbers ; Levels of Measurement ; Nominal ; Ordinal ; Interval ; Ratio ; Weights and Scores

Channel Capacity and Short Term Memory
Need for Hierarchical Structure ; Orders of
Magnitude ; Arbitrary Assignment ;
Absolute Versus Relative ; Words Instead of
Numbers ; Chapter 4 The Analytic Hierarchy Process
and Expert Choice ; The
Analytic Hierarchy Process
Beyond Weights and Scores Inconsistency
; Causes of Inconsistency ; Clerical Error
; Lack of Information ; Lack of Concentration
; Real World is not Always Consistent ;
Inadequate Model Structure ; Compensatory and
Non-Compensatory Decision-Making
Principles and Axioms of the Analytic Hierarchy Process

Sommario/riassunto

Decision-making is a process of choosing from possible courses of action in order to attain goals and objectives. Nobel laureate Herbert Simon wrote that the whole process of managerial decision-making is synonymous with the practice of management. Decision-making is at the core of all managerial functions. Planning, for example, involves the following decisions: What should be done? When? How? Where? By whom? Other managerial functions, such as organizing, implementing, and controlling, rely heavily on decision-making. *Decision by Objectives* is an invaluable book about the art and science
