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| Sommario/riassunto | This book contains a selection of the best theoretical and applied papers from the inaugural International Choice Modelling Conference. The conference was organised by the Institute for Transport Studies at the University of Leeds and was held at Harrogate in Yorkshire in the North of England from 30 March to 1 April 2009. The conference brought together leading researchers and practitioners from across the many different areas in which choice modelling is a key technique for understanding behaviour and evaluating policy. The highlight of the conference was a presentation by Professor Daniel |