

1. Record Nr.	UNINA9910460342303321
Autore	Drummond Helga
Titolo	Escalation in decision-making [[electronic resource] ] : behavioural economics in business // Helga Drummond, Julia Hodgson
Pubbl/distr/stampa	Farnham ; ; Burlington, Vt., : Gower, c2011
ISBN	1-317-14170-9 1-317-14169-5 1-283-04756-X 9786613047564 1-4094-0237-1
Descrizione fisica	1 online resource (180 p.)
Altri autori (Persone)	HodgsonJulia <1965->
Disciplina	658.4/03
Soggetti	Decision making Economics - Psychological aspects 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; List of Tables; Acknowledgement; About the Authors; Introduction; A Note on Method; Chapter 1 If at First You Don't Succeed - Then What? Introduction to Escalation Theory; Chapter 2 Shutters Up: A Walk Round the Market; Chapter 3 'Maybe We Can Make A Go Of It': How Does Escalation Start?; Chapter 4 Missing the Boat or Sinking the Boat? The Realities of Escalation; Chapter 5 'You Think It's Going to Turn Round': Escalation; Chapter 6 Five Past Midnight: Introduction to Entrapment Theory; Chapter 7 Entrapment in Practice; Chapter 8 'I'm Getting Out': Escalation and Entrapment Avoided Chapter 9 Escalation and Entrapment Theories RevisitedChapter 10 Beyond Magic Thinking: Making Better Decisions - 10 Lessons For Practice; Epilogue; Appendix; References; Index
Sommario/riassunto	When a venture seems to be faltering, do you persist and hope that things will get better or do you cut your losses? Rich in case studies involving real business decisions and dilemmas, Escalation in Decision-Making reveals why social scientists believe that owners may not respond rationally to such predicaments. Instead of exiting when the

odds are clearly stacked against them, they re-invest and end up compounding their losses - a phenomenon known as escalation of commitment. Escalation in Decision Making is widely relevant to practitioners such as project managers in large organizations and

---