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Altri autori (Persone)	HessStephane
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Nota di contenuto	Sociality, rationality, and the ecology of choice / Daniel McFadden -- Planning and action in a model of choice / Moshe Ben-Akiva -- Attribute processing, heuristics, and preference construction in choice analysis / David A. Hensher -- The multiple discrete-continuous extreme value (MDCEV) model : formulation and applications / Chandra R. Bhat, Naveen Eluru -- Capturing human perception of facial expressions by discrete choice modelling / Matteo Sorci ... [et al.] -- Serial choice conjoint analysis for estimating discrete choice models / Michiel C.J. Bliemer, John M. Rose -- Observed efficiency of a D-optimal design in an interactive agency choice experiment / Sean M. Puckett, John M. Rose -- Effects of stated choice design dimensions on model estimates / Phani Kumar Chintakayala ... [et al.] -- Stated choice experimental designs for scheduling models / Paul Koster, Yin-Yen Tseng -- Systematically heterogeneous covariance in network GEV models / Jeffrey P. Newman -- What do we really know about travellers' response to unreliability? / Yaron Hollander -- Optimizing product portfolios using discrete choice modeling and TURF / Thomas J. Adler, Colin Smith, Jeffrey Dumont -- Preference stability : modelling how consumer preferences shift after

receiving new product information / Harmen Oppewal ... [et al.] -- Investigating willingness to pay -willingness to accept asymmetry in choice experiments / Bruno Lanz ... [et al.] -- Clustering ranked preference data using sociodemographic covariates / Isobel Claire Gormley, Thomas Brendan Murphy -- Continuous versus discrete representation of investing firm heterogeneity in modelling FDI location decisions / Simona Rasciute, Eric J. Pentecost -- Development of integrated choice and latent variable (ICLV) models for the residential relocation decision in island areas / Eleni Kitrinou, Amalia Polydoropoulou, Denis Bolduc.

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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 held in Harrogate, North Yorkshire on 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 diversity of the field was reflected in presentations by both academics and practitioners, coming from six continents and a variety of fields including transport and economics. Key contributions include papers from Professor Daniel McFadden, from the University of California, Berkeley - Nobel Prize laureate in Economics and chief architect of random utility modelling. The conference also included keynote presentations by five other leading choice modellers, namely Professor Moshe Ben-Akiva, Professor Chandra Bhat, Professor Michel Bierlaire, Professor David Hensher, and Professor Riccardo Scarpa.

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