Record Nr. Autore	UNINA9910815111503321 Fischhoff Baruch <1946->
Titolo	Judgment and decision making / / Baruch Fischhoff
Pubbl/distr/stampa	London ; ; New York, : Earthscan, 2012
ISBN	1-136-49733-1 1-84971-444-4 1-136-49734-X 0-203-14193-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (369 p.)
Collana	Earthscan risk in society series
Disciplina	153.46
Soggetti	Judgment Decision making Risk-taking (Psychology)
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	 8. Fault Trees: Sensitivity of estimated failure probabilities to problem representation9. Assessing uncertainty in physical constants; 10. Fifty-fifty = 50%?; Part IV : Evaluation; 11. Predicting Frames; 12. Value Elicitation: is there anything in there?; 13. Informed Consent for Eliciting Environmental Values; Part V : Deciding; 14. Giving Advice: Decision theory perspectives on sexual assault; 15. The Real World: What good is it?; 16. Assessing adolescent decision-making competence; 17. Questions of Competence: The duty to inform and the limits to choice; Conclusion; Index
Sommario/riassunto	Behavioral decision research offers a distinctive approach to understanding and improving decision making. It combines theory and method from multiple disciples (psychology, economics, statistics, decision theory, management science). It employs both empirical methods, to study how decisions are actually made, and analytical ones, to study how decisions should be made and how consequential imperfections are. This book brings together key publications, selected to represent the major topics and approaches used in the field. Put in one place, with integrating commentary, it shows the common e

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