1. Record Nr. UNINA9910817050203321

Titolo	Handbook of decision analysis / / Gregory S. Parnell ... [et al.]
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, 2013
ISBN	1-118-51585-4 1-299-18988-1 1-118-51583-8 1-118-51584-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (430 p.)
Collana	Wiley handbooks in operations research and management science
Altri autori (Persone)	ParnellGregory S
Disciplina	658.4/03
Soggetti	Decision making
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	Cover; Wiley Handbooks in OPERATIONS RESEARCH AND MANAGEMENT SCIENCE; Title page; Copyright page; Contents; List of Figures; List of Tables; Foreword; Preface; Acknowledgments; About the Authors; Acronyms; Chapter One: Introduction to Decision Analysis; 1.1 Introduction; 1.2 Decision Analysis Is a Socio-Technical Process; 1.3 Decision Analysis Applications; 1.3.1 Oil and Gas Decision Analysis Success Story: Chevron; 1.3.2 Pharmaceutical Decision Analysis Success Story: SmithKline Beecham; 1.3.3 Military Decision Analysis Success Stories; 1.4 Decision Analysis Practitioners and Professionals 1.4.1 Education and Training1.4.2 Decision Analysis Professional Organizations; 1.4.3 Problem Domain Professional Societies; 1.4.4 Professional Service; 1.5 Handbook Overview and Illustrative Examples; 1.5.1 Roughneck North American Strategy (RNAS) (by Eric R. Johnson); 1.5.2 Geneptin Personalized Medicine for Breast Cancer (by Sean Xinghua Hu); 1.5.3 Data Center Location and IT Portfolio (by Gregory S. Parnell and Terry A. Bresnick); 1.6 Summary; Key Terms; References; Chapter Two: Decision-Making Challenges; 2.1 Introduction; 2.2 Human Decision Making; 2.3 Decision-Making Challenges 2.4 Organizational Decision Processes2.4.1 Culture; 2.4.2 Impact of Stakeholders; 2.4.3 Decision Level (Strategic, Operational, and Tactical); 2.5 Credible Problem Domain Knowledge; 2.5.1 Dispersion of

Knowledge; 2.5.2 Technical Knowledge: Essential for Credibility; 2.5.3 Business Knowledge: Essential for Success; 2.5.4 Role of Experts; 2.5.5 Limitations of Experts; 2.6 Behavioral Decision Analysis Insights; 2.6.1 Decision Traps and Barriers; 2.6.2 Cognitive Biases; 2.7 Two Anecdotes: Long-Term Success and a Temporary Success of Supporting the Human Decision-Making Process
2.8 Setting the Human Decision-Making Context for the Illustrative Example Problems2.8.1 Roughneck North American Strategy (by Eric R. Johnson); 2.8.2 Geneptin Personalized Medicine (by Sean Xinghua Hu); 2.8.3 Data Center Decision Problem (by Gregory S. Parnell); 2.9 Summary; Key Terms; References; Chapter Three: Foundations of Decision Analysis; 3.1 Introduction; 3.2 Brief History of the Foundations of Decision Analysis; 3.3 Five Rules: Theoretical Foundation of Decision Analysis; 3.4 Scope of Decision Analysis; 3.5 Taxonomy of Decision Analysis Practice; 3.5.1 Terminology
3.5.2 Taxonomy Division: Single or Multiple Objectives3.5.3 Single-Objective Decision Analysis; 3.5.4 Multiple-Objective Decision Analysis; 3.5.5 Taxonomy Division: Addressing Value Trade-Offs and Risk Preference Separately or Together?; 3.5.6 Taxonomy Division: Nonmonetary or Monetary Value Metric?; 3.5.7 Taxonomy Division: Degree of Simplicity in Multidimensional Value Function; 3.6 Value-Focused Thinking; 3.6.1 Four Major VFT Ideas; 3.6.2 The Benefits of VFT; 3.7 Summary; Key Terms; Acknowledgments; References; Chapter Four: Decision Analysis Soft Skills; 4.1 Introduction
4.2 Thinking Strategically

Sommario/riassunto

A ONE-OF-A-KIND GUIDE TO THE BEST PRACTICES IN DECISION ANALYSIS Decision analysis provides powerful tools for addressing complex decisions that involve uncertainty and multiple objectives, yet most training materials on the subject overlook the soft skills that are essential for success in the field. This unique resource fills this gap in the decision analysis literature and features both soft personal/interpersonal skills and the hard technical skills involving mathematics and modeling. Readers will learn how to identify and overcome the numerous challenges of decision