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Nota di contenuto	Contents; Preface; The Decision Debacles; Chapter 1: Blunders that Launch a Decision Debacle; Chapter 2: Traps that Catch Decision Makers; Chapter 3: Decision-Making Processes Prone to Success and Failure; Chapter 4: Traps in Failing to Lead the Effort with Agreed-Upon Claims; Chapter 5: The Traps in Unmanaged Social and Political Forces; Chapter 6: Traps in Misleading Directions; Chapter 7: Traps in Limited Search and No Innovation; Chapter 8: The Traps in Misusing Evaluation; Chapter 9: Ethical Traps; Chapter 10: Learning Traps; Chapter 11: The Lessons: Avoiding the Blunders and Traps Appendix 1: The Decision-Making Research Project Appendix 2: Estimating Risk; Appendix 3: Citations for the Debacles; References and Selected Readings; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; V; W; X; Z; About the Author
Sommario/riassunto	Nutt critiques 15 infamously bad decisions that became public debacles and offers business lessons based on decades of real-world research.