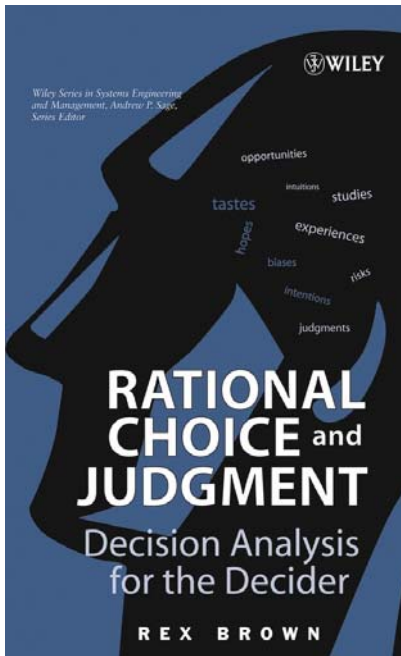


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**REX BROWN** was trained as a social scientist and statistician. He currently holds the position of Distinguished Senior Fellow in the School of Public Policy at George Mason University. Dr. Brown has worked as a decision-making adviser to government and business leaders, and has taught decision analysis for statistics, psychology and management programs at Harvard Business School, Cambridge University, and the London School of Economics.

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This book takes an innovative new approach to decision analysis that moves away from cumbersome, quantitative methods to give students and professionals decision-making tools that can be applied immediately. The author, who has forty years of experience in top-level decision consulting, explains how deciders actually think about their choices from the beginning and provides methods to solve problems by addressing a given choice several different ways. Simple decision-making models are integrated into the thinking process to add logical rigor. Careful account is taken of the user, the user and the organization, as well as all available data and subjective knowledge. Next, readers are given the chance to apply their new skills to resolve actual real-life problems.

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Replete with exercises, cases studies and observations from the author's own extensive consulting experience, the book quickly engages readers and enables them to master decision analysis by doing rather than simply reading. In familiar situations, readers learn how to handle knowledge as it unfolds in the real world. Because of its broad applicability, this is an excellent resource for any professional in any organization. It also serves as a textbook for decision-making courses in a variety of fields, including public policy, business management, and systems engineering.

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