The Wiley Blackwell Handbook of Judgment and Decision Making, 2 Volume Set

Description: A comprehensive, up-to-date examination of the most important theory, concepts, methodological approaches, and applications in the burgeoning field of judgment and decision making (JDM)

Emphasizes the growth of JDM applications with chapters devoted to medical decision making, decision making and the law, consumer behavior, and more

Addresses controversial topics from multiple perspectives such as choice from description versus choice from experience and contrasts between empirical methodologies employed in behavioral economics and psychology

Brings together a multi-disciplinary group of contributors from across the social sciences, including psychology, economics, marketing, finance, public policy, sociology, and philosophy

2 Volumes

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