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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