



Decision Making: Cognitive Models and Explanations (Frontiers of Cognitive Science)

By Ola Svenson

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This book offers an exciting new collection of recent research on the actual processes that humans use when making decisions in their everyday lives and in business situations. The contributors use cognitive psychological techniques to break down the constituent processes and set them in their social context. The contributors are from many different countries and draw upon a wide range of techniques, making this book a valuable resource to cognitive psychologists in applied settings, economists and managers.

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