Managerial Decision Making

Edited by Don A. Moore, Associate Professor of Management of Organizations, Haas School of Business, University of California, Berkeley, US

Managerial Decision Making is an essential and insightful volume that brings together classic articles on the subject of behavioral decision research. Professor Don Moore has selected the seminal articles that are the cornerstone of a discipline that has exploded in both productivity and influence. It covers Herbert Simon’s groundbreaking work on bounded rationality, as well as important papers on anchoring, the bias of framing, the problem of overconfidence, the preference for fairness, emotional influences and the strengths and weaknesses of human intuitive judgement. This volume will appeal to a wide readership as decision research plays an important role in such diverse areas as business, marketing, law, finance, medicine and public policy.

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