

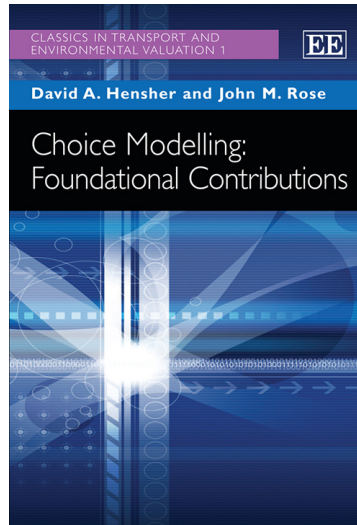


Choice Modelling: Foundational Contributions

Classics in Transport and Environmental Valuation series

Edited by David A. Hensher, Professor of Management and Founding Director, Institute of Transport and Logistics Studies, The University of Sydney Business School, The University of Sydney and John M. Rose, Institute for Choice, University of South Australia Business School

Choice modelling is an area of growing popularity as many researchers and consultants seek to find better ways to explain the choices made by individuals, households and firms in many application contexts such as transportation, health services, environmental science, marketing, finance, economics, tourism, vacationing, education and employment. Choice modelling as a field began as long ago as 1927 but it was the research in the 1960s and 1970s that cemented the field as a dominant one for studying choice. This authoritative volume, along with an original introduction by the editors, brings together seminal papers that laid out the main features of the booming literature on discrete choice modelling. This timely collection will be of immense value to anyone with an interest in this evolving field of study.



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