



Strategic Decision Making: Multiobjective Decision Analysis with Spreadsheets

By Craig W. Kirkwood

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Intended for courses in multiobjective decision analysis or as a supplement to a first course in decision analysis, this text emphasizes practical applications and problem solving. Students learn how to use spreadsheets and other analytical tools in considering such important tradeoffs as cost versus quality and market share versus short-term return on investment.

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Editorial Review

Review

1. Making Decisions Strategically 2. Structuring Objectives 3. Developing Alternatives 4. Multiobjective Value Analysis 5. Thinking About Uncertainty 6. Decisions with Uncertainty 7. Multiple Objectives and Uncertainty 8. Resource Allocation 9. Multiattribute Preference Theory Appendix A. Case: Computer Networking Strategy / Appendix B. Scenario Planning for Decision Making / Appendix C. Probability Elicitation Interview / Appendix D. Interdependent Uncertainties / Index

From the Back Cover

To help you understand how to analyze decisions with multiple objectives while using spreadsheets, the author introduces concepts through clear explanations and Microsoft Excel instructions. Examples and exercises focus on such strategic applications as new product development, computer system selection, corporate goal setting, facility site selection, production planning, procurement strategies, research and development portfolio selection, and product improvement budget allocation.

Users Review

From reader reviews:

Angela Jones:

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