



# Decision Modeling and Behavior in Complex and Uncertain Environments (Springer Optimization and Its Applications)

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## **Decision Modeling and Behavior in Complex and Uncertain Environments (Springer Optimization and Its Applications)**

#### Decision Modeling and Behavior in Complex and Uncertain Environments (Springer Optimization and Its Applications)

This text examines new research at the interface of operations research, behavioral and cognitive sciences, and decision analysis. From the cognitive behaviorist who collects empirical evidence as to how people make decisions to the engineer and economist who are the consumers of such understanding, the reader encounters the familiar Traveling Salesman Problem and Prisoner's dilemma, how agricultural decisions are made in Argentina's Pampas region, and some social goals that come into play as an element of rational decision-making.

In these 14 self-contained chapters, broad topics covered include the integration of decision analysis and behavioral models, innovations in behavioral models, exploring descriptive behavior models, and experimental studies.



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