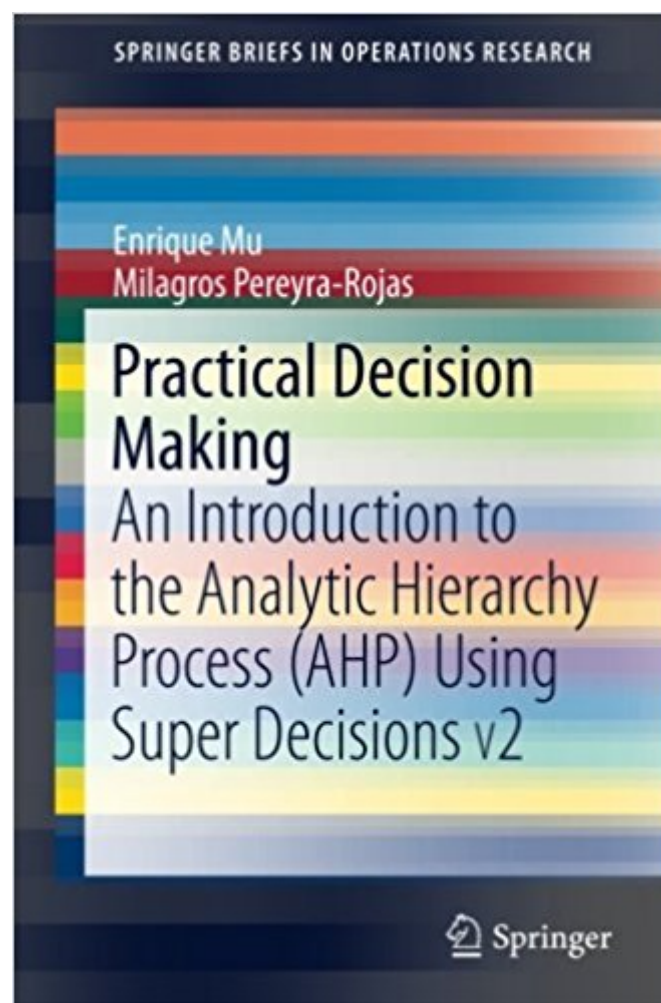


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Practical Decision Making: An Introduction To The Analytic Hierarchy Process (AHP) Using Super Decisions V2 (SpringerBriefs In Operations Research)



Synopsis

This book offers a simple introduction to the fundamentals and applications of the Analytic Hierarchy Process (AHP) without a pre-requisite for a sophisticated mathematical background. It provides a quick and intuitive understanding of the methodology using spreadsheet examples and explains in a step-by-step fashion how to use Super Decisions, a freely available software developed by the Creative Decisions Foundations. The book is intended to be a resource for decision makers with little or no exposure to the field of Operations Research (OR); however, the book can be used as a very gentle introduction to the AHP methodology and/or as an AHP hands-on supplement for standard OR textbooks. AHP is an intuitive and mathematically simple methodology in the field of multi-criteria decision making. Because of this, most AHP books assume the reader has basic OR mathematical background. However, AHP simplicity suggests that decision makers from all disciplines can take advantage of the methodology without struggling with the mathematics behind it. To fulfill this need, this book delivers a quick and practical understanding of the method that can be useful for corporate executives.

Book Information

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