



The Science of Common Sense: Best Practical Decision Science Methods

Dr. Frank A. Tillman, Dr. Deandra T. Cassone

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When it comes to discussing the myriad of decision science methods available to solution developers, it is essential they be easy to use, easy to understand, *and* provide examples of their use in the field.

The Science of Common Sense: Best Practical Decision Science Methods presents a selection of the very best decision-making methodologies based on the insights of authors Frank A. Tillman, PhD, PE, and Deandra T. Cassone, PhD, PMP—insights they gained through years of consulting, operating their own companies, and working in a variety of corporate situations.

This guide to decision science best practices explores a number of methodologies that are organized into sections covering multiple criteria and ranking techniques, multiple objective decision-making, and group decision-making, which includes idea generation and expert opinion. It also introduces data mining and analysis, presents an overview of simulation, and delivers practical applications for these tools.

Professionals and academics interested in the areas of business, industrial engineering, and decision science will find this to be an indispensable follow-up to the authors' previous book, *A Professional's Guide to Decision Science and Problem Solving*.

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