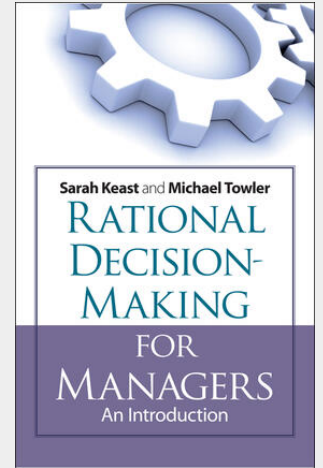


## RATIONAL DECISION-MAKING FOR M

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Rational decision making tools are quantitative and analytical tools that managers use to make complex business decisions. Rational Decision Making for Managers provides students with a basic understanding of these techniques and helps them to recognize when they are appropriate. Sarah Keast and Mike Towler also show the characteristics of the decisions that can be informed by the use of each technique, thereby guiding the reader in their choice. Rational Decision Making for Managers features: \* separate chapters on robustness analysis and game theory \* a strong contextual discussion and clear structure \* a concise mathematical appendix The book is essential reading for students studying business decision making, quantitative methods and business research methods. There is an accompanying website [www.wileyurope.com/college/towler](http://www.wileyurope.com/college/towler) including PowerPoint slides, teaching notes, and alternative routes through the text, additional exercises and further reading. Sarah Keast is a lecturer in information management at the University of Plymouth Business School. Sarah has formed an interest in the use of mathematical modelling and quantitative analysis techniques in both the economic and the general business environments. Mike Towler began his career in research and development and has worked in the public and private sector as well as R&D management. He joined the University of Plymouth Business School in 2002 where he lectured in operations management and in business decision making. In 2008 this was followed by a move to BPP Business School.



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