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Judgment in Managerial Decision Making. In addition, Max is also formally affiliated with the Kennedy School of Government, the Psychology Department, and the Program on Negotiation at Harvard. He is the author or co-author of over 150 research articles and chapters, and the author of numerous other books.

Judgment in Managerial Decision Making by Max H. Bazerman

Behavioral decision research has developed considerably over the past 25 years, and now provides important insights into managerial behavior. Bazerman & Moore's Judgment in Managerial Decision Making, 7th edition embeds behavioral decision research into the organizational realm by examining judgment in a variety of managerial contexts.

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embeds behavioral decision research into the organizational realm by examining judgment in a variety of managerial contexts. The audience for this book is anyone who is interested in improving his or her judgment and decision making. The first six editions were used in economics, psychology, decision making, negotiations, and organizational

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Rational Decision Making. The principles of rational decision making compose the core of managerial judgment. Decision making starts with the identification of a problem and its criteria, or the differing elements that the problem affects. Managers then must weigh the criteria, determining which parts of the problem are the most important.

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Yet, in one of the most famous problems in judgment and decision making, most individuals choose

Program A in the first set and Program D in the second set (Tversky & Kahneman, 1981). People respond very differently to saving versus losing lives— even when the difference is based just on the “ framing ” of the choices.

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