**Corrections for**

**Cognitive Choice Modeling**

1. Wiener was misspelled as Weiner throughout the book.

2. Table 2.3 on page 19.

We should have made $xK = $10K < $15K instead of $20K.

Then *w*M = (+1/6) ($K/Kmiles) which get multiplied by negative Kmiles.

Switching to positive K miles instead, that would be the same as

*w*M = (-1/6)\*($K/Kmiles) which get multiplied by positive Kmiles

as shown in Table 2.2.

3. Figure 2.1 on page 21. The Figure description should have *v*(*x*) = 1 – *x*.5. In other words, the exponent should be ½ and not 5.

4. Page 39. The utilities being summed on the right hand side of the greater than sign in the SEU equation on the top of the page should have *u*(*y*,). In other words, change *x*j to *yj* in the second sum.

5. Page 246. The equation for the unitary *U* near the bottom of the page should have the coefficient (π/2) and not (π2) .