



Analyzing Decision Making: Metric Conjoint Analysis

By Jordan J. Louviere

SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, Analyzing Decision Making: Metric Conjoint Analysis, Jordan J. Louviere, This volume introduces the theory, method, and applications of one type of conjoint analysis technique -- techniques which are used to study individual judgement and decision processes. Based upon Information Integration Theory, metric conjoint analysis allows for evaluation of multi-attribute alternatives based on interval level data. The model, which justifies use of metric conjoint methods, and the statistical techniques drawn from it, are the core of this monograph. Also described are applications of the model in marketing, psychology, economics, sociology, planning and other disciplines, all of which relate to forecasting the decision-making behaviour of individuals.



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