

The second edition is here!

This is what people are saying about the second edition of "Introduction to Decision Analysis!"

"Don't make another decision until you read this book!" ---Ken Grech, Integration and Test Department Manager for Lockheed-Martin, Management and Data Systems.

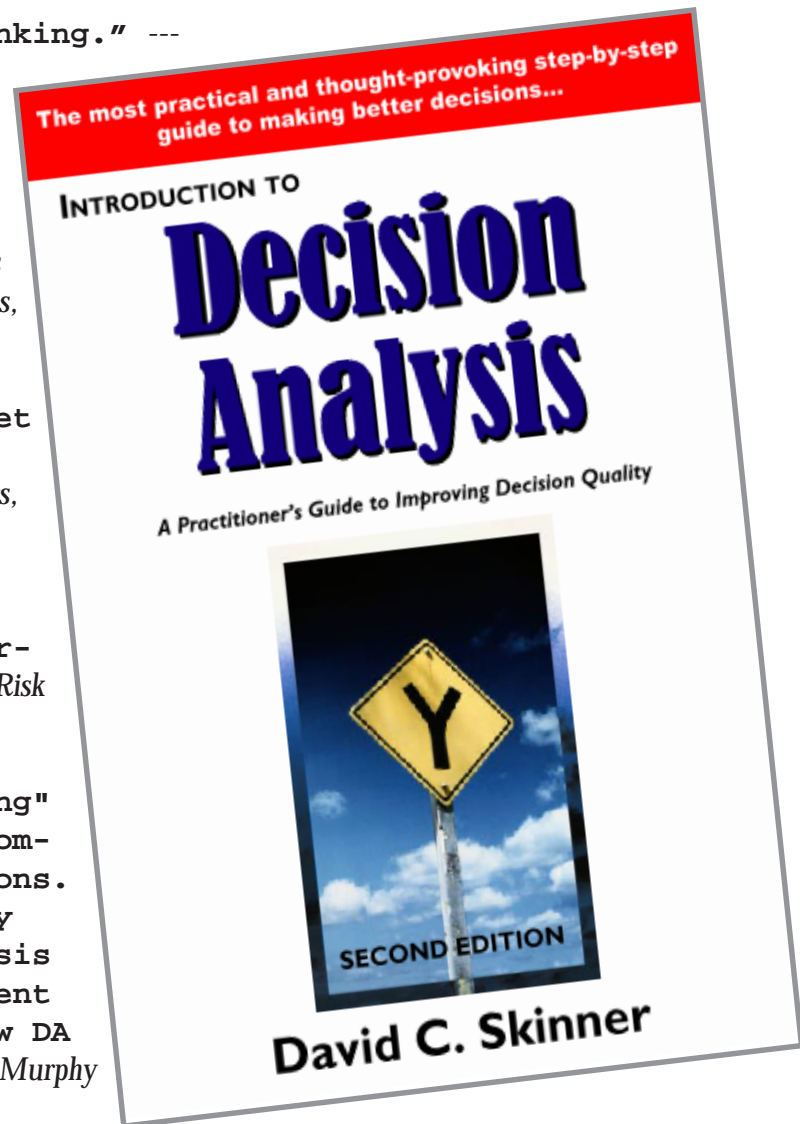
"This book will revolutionize your thinking." ---
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"Fabulous book! Practical approach to decision analysis that anyone can understand." ---Ellen Coopersmith, Director of Decision and Risk Analysis, Conoco, Inc.

"David's book is one of my best "working" books. I regularly use it to help my company come to closure on complex decisions. David has used his significant industry experience to develop a decision analysis methodology that is clear, that is absent of jargon, and that works even for new DA practitioners." --- Donald Zmick, Senior Analyst, Murphy Oil Corporation



If you are a manager, a technical professional, or a decision analysis practitioner, you will benefit greatly from the practical insights Mr. Skinner has provided! Buy this book - even if you don't buy another business book this year!

JP

New to the Second Edition...

The second edition is full of proven techniques...based on solid practical experience...for the manager, the professional, and the practitioner...

- **New thinking about uncertainty and ambiguity**
- **Monte Carlo simulation**
- **Step-by-step process chapter**
- **Large project guide**
- **"How 2" Guides**
- **Interactive book: fully integrated with web site**



Introduction to Decision Analysis, SECOND EDITION

A Practitioner's Guide to Improving Decision Quality

A New Process for Decision Making

- 1 Introduction
- 2 Decision Making in a Complex World
- 3 Uncertainty and Making Choices
- 4 Making Compelling Decisions
- 5 The Scalable Decision Process

The Basic Decision Analysis Approach

- 6 Creating a Shared Understanding of the Problem
- 7 Developing a Decision Model
- 8 An Introduction to Probability
- 9 Using Simulation to Solve Decision Problems
- 10 Using Uncertain Information and Judgement
- 11 Gaining Insight Through Evaluation
- 12 Getting to Agreement

Facilitating the Decision Analysis Process

- 13 A Thirty-Minute Guide to Better Decisions
- 14 Using the Scalable Decision Process on Large Projects
- 15 Implementing the Decision Analysis Process

Decision Analysis Helpers

How 2 Guides:

Practical guides for scaling the decision process, eliciting issues, building influence diagrams, developing strategy tables, creating a decision hierarchy, assessing data ranges, and building decision trees.

ABOUT DAVID C. SKINNER:

David Skinner is the Founder of The Institute For Organizational Effectiveness (TIFOE), an organization focused on furthering the practice of decision analysis and strategy development. He is also a Managing Director of Decision Strategies (DSI), a leading decision analysis capability development firm.

Mr. Skinner has developed several popular courses in decision analysis and has taught over 3,500 people around the world at universities, laboratories, and corporations, including MIT, DuPont, ARCO, Los Alamos and Sandia National Labs, the U.S. Navy, Conoco, Berkeley National Labs, Schlumberger-Doll Research, Oklahoma State University, Mobil, OYO Corporation, JAPEx Research Center, Harris Specialty Chemicals, Chevron, Stanford University, and Amoco.

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