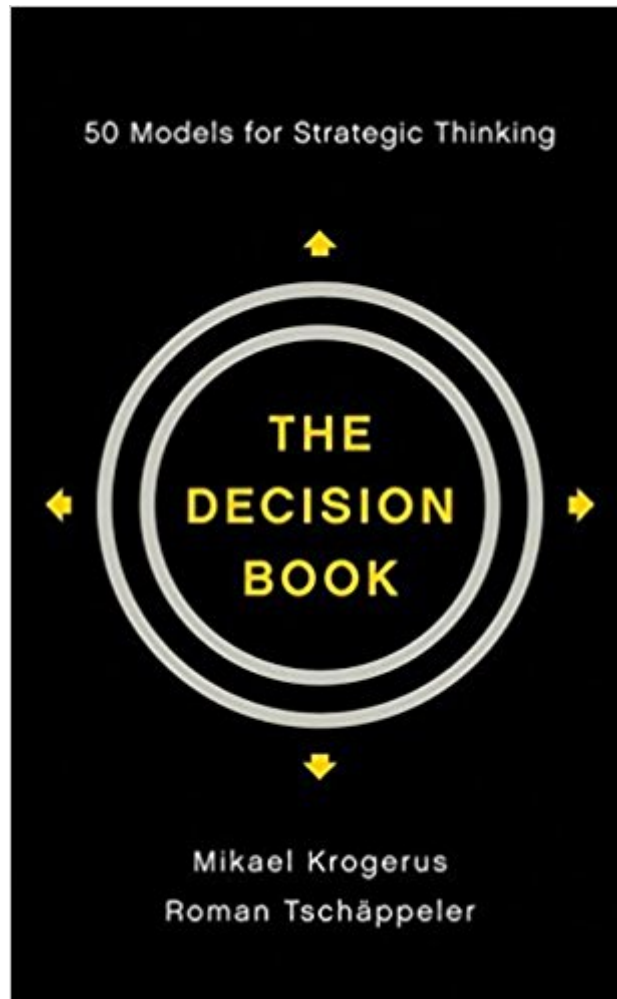


The book was found

# The Decision Book: 50 Models For Strategic Thinking



## Synopsis

A short, sharp guide to tackling life's biggest challenges: understanding ourselves and making the right choices. Every day offers moments of decision, from what to eat for lunch to how to settle a dispute with a colleague. Still larger questions loom: How can I motivate my team? How can I work more efficiently? What is the long tail anyway? Whether you're a newly minted MBA, a chronic second-guesser, or just someone eager for a new vantage point, The Decision Book presents fifty models for better structuring, and subsequently understanding, life's steady challenges.

Interactive and thought-provoking, this illustrated workbook offers succinct summaries of popular strategies, including the Rubber Band Model for dilemmas with many directions, the Personal Performance Model to test whether to change jobs, and the Black Swan Model to illustrate why experience doesn't guarantee wisdom. Packed with familiar tools like the Pareto Principle, the Prisoner's Dilemma, and an unusual exercise inspired by Warren Buffet, The Decision Book is the ideal reference for flexible thinkers. 58 illustrations

## Book Information

Hardcover: 176 pages

Publisher: W. W. Norton & Company; 1 edition (January 30, 2012)

Language: English

ISBN-10: 0393079619

ISBN-13: 978-0393079616

Product Dimensions: 4.7 x 0.7 x 7.3 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (107 customer reviews)

Best Sellers Rank: #10,817 in Books (See Top 100 in Books) #61 in [Books > Business & Money > Skills > Decision Making](#) #64 in [Books > Business & Money > Management & Leadership > Decision-Making & Problem Solving](#) #155 in [Books > Business & Money > Economics](#)

## Customer Reviews

This small sized book (173 pages) covers a set of models that could fall under decision making tools (if you use a broad spectrum for that definition that is). The models get placed under 4 basic questions: 1) How to improve yourself 2) How to understand yourself 3) How to understand others better 4) How to improve others. Some models are well known and broadly used, some are lesser known, some disappoint and some are nice surprises. This book is a very fast read and really stripped down to the basics. The models are explained in single page format, followed up with an

illustration. So as long as you don't expect detailed explanations on the models, you will love this one. Interesting!  
Contents  
Instruction for use  
How to improve yourself- The Eisenhower matrix: How to work more efficiently- The SWOT analysis: How to find the right solution- The BCG box: How to evaluate costs and benefits- The project portfolio matrix: How to maintain an overview- The John Whitmore model: Am I pursuing the right goal?- The rubber band model: How to deal with a dilemma- The feedback model: Dealing with other's people's compliments and criticism- The family tree model: The contacts you should maintain- The morphological box and SCAMPER: Why you have to be structured to be creative- The Esquire gift model: How much to spend on gifts- The consequences model: Why it is important to make decisions promptly- The conflict resolution model: How to resolve a conflict elegantly- The crossroads model: So what next? How to understand yourself- The flow model: What makes you happy?

The Decision Book by Mikael Krogerus and Roman Tschappeler presents a concise and useful set of models for a variety of circumstances. Clear explanations accompany elegant diagrams in describing the overall models. The models are placed into four categories: Improve Oneself, Know Oneself, Know Others, and Improve Others. All of the models, regardless of what category they belong to, claim to help us make decisions in uncertain situations. The authors' purpose in this book is to aid decision-making and reflection, in both individual and collaborative contexts. The authors' state that a model must have the following attributes: (1) simplifies (2) is pragmatic (3) summarizes (4) is visual (5) organizes (6) is a method. These models help clarify and structure uncertain situations. The authors reinforce this point at the end of the work, when they state that (a) pictures are easy for the audience to follow, and (b) models rely heavily on pictures to convey a lot of information. This leads naturally to the conclusion that models are a particularly effective way of communicating methods of action. If this book seeks to help us make better decisions, I think it partially fulfills that goal. There is, however, no advice on how to deploy the models; the book is simply a reference book for various methods and not a book that shows the reader how to truly integrate these models into their thinking. That kind of knowledge may only arise from a trial and error application of the models to real life situations. Another shortfall I can easily elucidate is the weakness of the models from the categories about understanding and improving others relative to the models about self-improvement or self-knowledge.

[Download to continue reading...](#)

The Decision Book: 50 Models for Strategic Thinking Judgments Choices and Decisions (Wiley Management Series on Problem Solving, Decision Making and Strategic Thinking) What's Your

Decision?: How to Make Choices with Confidence and Clarity: An Ignatian Approach to Decision Making  
Decision Traps: The Ten Barriers to Decision-Making and How to Overcome Them  
Case Studies in Certified Quantitative Risk Management (CQRM): Applying Monte Carlo Risk Simulation, Strategic Real Options, Stochastic Forecasting, ... Business Intelligence, and Decision Modeling  
Real Options Analysis (Third Edition): Tools and Techniques for Valuing Strategic Investments and Decisions with Integrated Risk Management and Advanced Quantitative Decision Analytics  
Network Models and Optimization: Multiobjective Genetic Algorithm Approach (Decision Engineering)  
Applied Linear Regression Models- 4th Edition with Student CD (McGraw Hill/Irwin Series: Operations and Decision Sciences)  
Project Economics and Decision Analysis, Volume 1: Deterministic Models  
Marketing Analytics: Strategic Models and Metrics  
Strategic Sourcing in the New Economy: Harnessing the Potential of Sourcing Business Models for Modern Procurement  
Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Brighter Future (Essential Texts for Nonprofit and Public Leadership and Management)  
Strategic Thinking for Advertising Creatives  
Art Models 7: Dynamic Figures for the Visual Arts (Art Models series)  
Art Models Ultra: Becca (Art Models series)  
Art Models 6: The Female Figure in Shadow and Light (Art Models series)  
Cut and Make Space Shuttles: 8 Full-Color Models that Fly (Models & Toys)  
Art Models 8: Practical Poses for the Working Artist (Art Models series)  
Sexy Seductive Lingerie & Boudoir Poses 1000 Positions  
Photographs: Fashion Models, Pin-Ups, Fashion Photographers, Figure Model, Artists & Art Models  
The Changing Face of Church: Emerging Models of Parish Leadership (Emerging Models of Pastoral Leadership)

[Dmca](#)