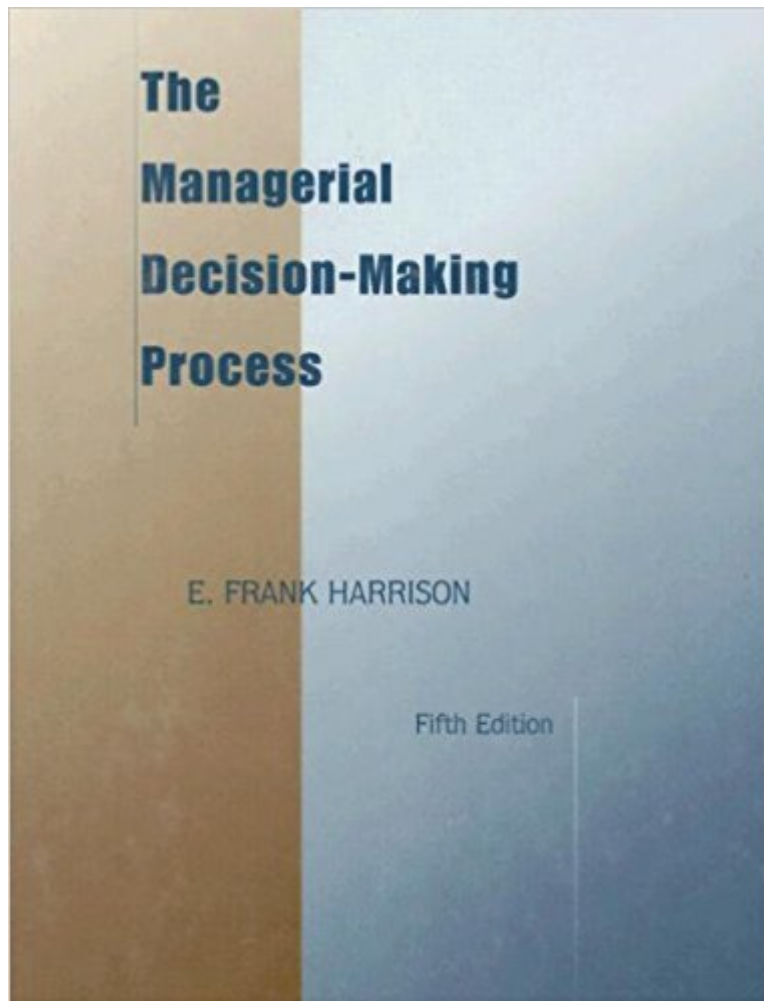


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# The Managerial Decision-Making Process



## Synopsis

Rather than present decision making strictly as a quantitative science, this text views it as a multidimensional process involving values, psychology, sociology, social psychology, and politics. Using a process model--a focus on the process of a decision rather than the outcome--the book presents a variety of perspectives useful for making and evaluating decisions in all kinds of organizations.

## Book Information

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## Customer Reviews

I teach a decision making course for undergraduates. After searching numerous books for my class, I came across *The Managerial Decision Making Process*. While other books outlined the various models used in decision making, this was the only book that detailed the human considerations we bring to the process. Regardless of the decision making model we use, there are underlying behaviors we must be aware of if we are to make quality decisions. Harrison effectively presents numerous aspects of the process including input from the fields of psychology and sociology and the impact of political power. This was the most comprehensive and thought provoking book on decision making I have read. Of the three books assigned to this course, this is the one students preferred.

This has to be the worst book I have ever read.! EVER!!! Decision making is a professional process and is complex and difficult for many in an organization, however teaching and explaining this

subject shouldn't be anymore complex and difficult to explain than the actual process itself. After reading the first three chapters in agonizing difficulty, I went back and re-read the first chapter and made more sense. However I thought how much easier it would be to simplify and give examples of some of the difficult category 2 decisions the whole book is about. I could have explained it with much more detail and simplicity and make an 8th grader understand it. Decision making is not rocket science. These writers turned something simple into a complex hard to understand science. It's important to understand how to make decisions but shouldn't be as complex as splitting the atom. They say 100 words to explain what I could say in 15! It is very poorly written and very ineffective at getting the point across. I could summarize one whole chapter with two pages and make more sense. In fact, I truly feel the whole book can be reduced to one fourth its size. DONT BUY IT!

I purchased this book to help me finish an project for my MBA. It has been extremely helpful in providing a clear synopsis of current research on decision theory. It is well-written and covers both quantitative and qualitative models. The best part of the book are the case studies in the final chapters that cover The Cuban Missile Crisis, the Chrysler bailout, and EuroDisney. These are excellent applications and make the theory understandable. One failing of this book has been that it does not go into game theory methods. It simply lumps them into quantitative methods and dismisses them as overly simplistic. I think that some treatment is necessary since they are such a buzz-word in the business world.

This book is very dry. It seems the author made the decision to make students lives difficult. The book could have been made so much easier to read by a little white space and color. He does a lot of numbering and rambles off about several people and what they believe decision making is, and that's all fine and dandy, but if he would have just bullet pointed those numbers it would make this book that much better. Hate it. No proper use of white space, no color, no bullet points, and repeats everything to the point of boredom.

Harrison has, undoubtedly, the definitive collection of theory, philosophy, and case examples around this most simple and difficult of tasks -- the decision, and does so in a scholarly and yet no-nonsense way. It is a book which certainly no business library should be without ...

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