

springer.com



Decision Science: A Human-Oriented Perspective

🖄 Springer

2015, XVIII, 160 p. 33 illus.

🏉 Printed book

Hardcover

- ▶ 99,99 € | £90.00 | \$129.00
- *106,99 € (D) | 109,99 € (A) | CHF 113.00



Available from your library or

springer.com/shop

🦉 МуСору

Printed eBook for just

- ▶ € | \$ 24.99
- springer.com/mycopy



G. Mengov

Decision Science: A Human-Oriented Perspective

Series: Intelligent Systems Reference Library, Vol. 89

- Latest research on Decision Making
- Presents a Human Oriented Perspective on Decision Making
- ► Written by a leading expert in the field

This book offers a new perspective on human decision-making by comparing the established methods in decision science with innovative modelling at the level of neurons and neural interactions. The book presents a new generation of computer models, which can predict with astonishing accuracy individual economic choices when people make them by quick intuition rather than by effort. A vision for a new kind of social science is outlined, whereby neural models of emotion and cognition capture the dynamics of socioeconomic systems and virtual social networks. The exposition is approachable by experts as well as by advanced students. The author is an Associate Professor of Decision Science with a doctorate in Computational Neuroscience, and a former software consultant to banks in the City of London.

Order online at springer.com ► or for the Americas call (toll free) 1-800-SPRINGER ► or email us at: customerservice@springer.com. ► For outside the Americas call +49 (0) 6221-345-4301 ► or email us at: customerservice@springer.com.

The first \in price and the £ and \$ price are net prices, subject to local VAT. Prices indicated with * include VAT for books; the \in (D) includes 7% for Germany, the \in (A) includes 10% for Austria. Prices indicated with ** include VAT for electronic products; 19% for Germany, 20% for Austria. All prices exclusive of carriage charges. Prices and other details are subject to change without notice. All errors and omissions excepted.