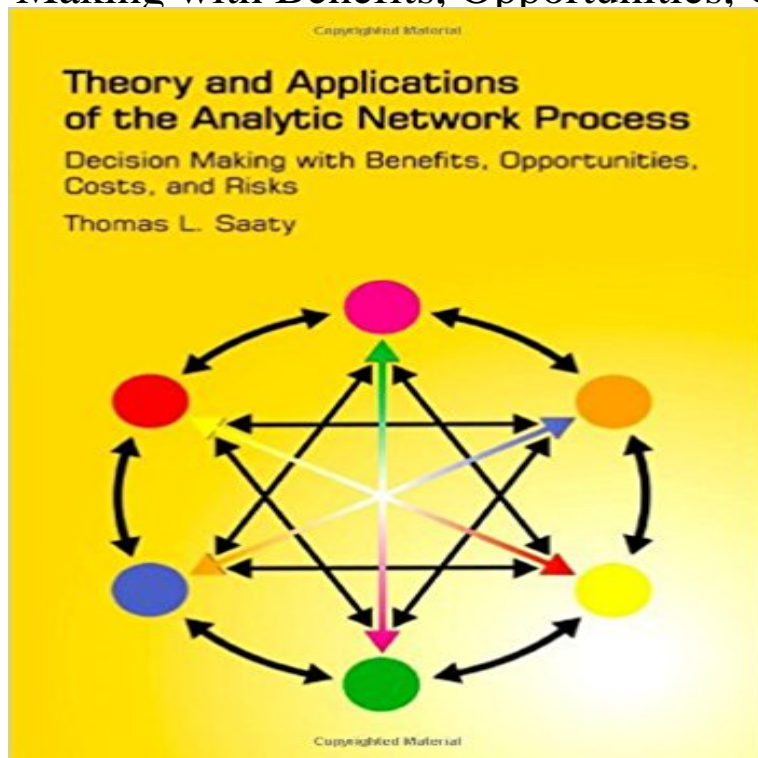


Theory and Applications of the Analytic Network Process: Decision Making with Benefits, Opportunities, Costs, and Risks



The Analytic Hierarchy Process (AHP) and its generalization to dependence and feedback, the Analytic Network Process (ANP), are methods of relative measurement of tangibles and intangibles. Being able to derive such measurements is essential for making good decisions. This book is based on the Analytic Network Process and lays out a new approach for making decisions in light of their benefits, opportunities, costs and risks (BOCR) shows how to include the strategic criteria of the decision-maker that must be satisfied regardless of the particular decision being undertaken. This book includes all the important background material from the earlier book, The Analytic Network Process: Decision Making with Dependence and Feedback, published in 2001, and goes farther with new examples of estimating market share of companies based on the intangibles of customer perception, and new applications involving Benefits, Opportunities, Costs and Risks.

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