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By emphasizing how decisions are actually made — as opposed to how they should be made — he enables those involved in the process to understand it both as observers and as participants. In addition, March explains key concepts of vital importance to decision makers, such as limited rationality, history dependent rules, and ambiguity, and weaves these ideas into a full depiction of decision making.

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March draws on research from all the disciplines of social and behavioral science to show decision making in its broadest context. By emphasizing how decisions are actually made as opposed to how they should be made he enables those involved in the process to understand it both as observers and as participants.

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### **: Primer on Decision Making: How Decisions ...**

This well written book presents a comprehensive and unbiased review of decision making concepts. It contrasts methods that select decisions on the basis of the anticipated consequences and rule based methods. It covers the topic of ambiguity quite well. However, I wished it covered more extensively decision making under risk. It is written at a high level and is somewhat difficult to read. However, it provides excellent insights in the decision making process.

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