Multiple Attribute Decision Making: An Introduction (Quantitative Applications in the Social Sciences)

K . Paul Yoon, Ching-Lai Hwang

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This volume offers social scientists a concise overview of multiple attribute decision making (MADM) methods, their characteristics and applicability and methods for solving MADM problems. Real world examples are used to introduce the reader to normative models for optimal decisions.

The authors explore how MADM methods can be used for descriptive purposes to model: the existing decision-making process; noncompensatory and scoring methods; accommodation of soft data; construction of a multiple-decision support systems; and the validity of methods. The advanced procedures of TOPSIS and ELECTRE are also presented.

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