

We all face the same questions every day:

What do I want? How can I get it?

How can I live more happily
and work more effectively?



An international bestseller, *The Decision Book* has helped thousands to answer these questions. This fully updated edition distills into a single volume the fifty best decision-making models used on MBA courses and elsewhere – from the well known (the Eisenhower Matrix for time management) to the less familiar but equally useful (the Swiss Cheese Model). It will even show you how to deal with the



compliments you will inevitably receive on your decision-making skills after you've read it.

Stylish and compact, this little black book is a powerful asset. Whether you need to plan a presentation, assess someone's business idea, pick a gift or get to know yourself better, this unique guide – full of helpful visual tools – will help you simplify any problem and take steps towards the right decision.

Business £10.99

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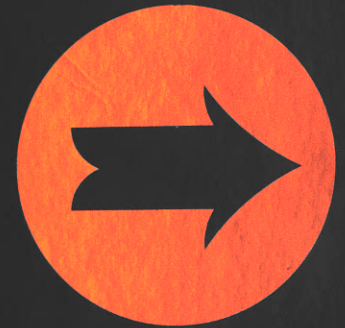
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The International Bestseller
New and Updated Edition

The Decision Book

Fifty models for strategic thinking



Mikael Krogerus and
Roman Tschäppeler

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INSTRUCTIONS FOR USE

WHY WE WROTE THIS BOOK

Nine years ago we were struck by the sudden realisation that we found it hard to make decisions. Not only big, life-changing decisions, but everyday ones, too: what to buy, what to wear, which music to download, what to order at the bar. So we went in search of models and methods that would help us to structure and classify, analyse and weigh up options – in other words, that would help us make decisions.

The result of our research is the book that you have in your hands. We wrote it primarily for ourselves. We thought that a print run of 500 would be more than enough. But then it sold a million copies in twenty languages. Obviously, other people were dealing with the same problem.

Over the years, we have received many useful suggestions of new models (and had mistakes in the book pointed out to us). So we decided to revise *The Decision Book* and to add some new decision-making theories.

WHY YOU SHOULD READ THIS BOOK

This book has been written for anyone who has to deal with people on a daily basis. Whether you are a teacher, a professor, a pilot or a top manager, you will be confronted by the same questions time and again: How do I make the right decision? How can I motivate myself or my team? How can I change things? How can I work more efficiently?