

Decision Making

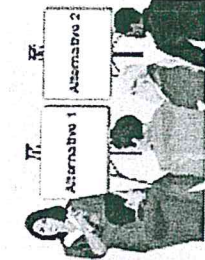
Decision making involves five steps:

- 1 Define the decision task.
- 2 Identify alternative courses of action.
- 3 Collect relevant information on alternatives.
- 4 Select the preferred course of action.
- 5 Analyze and assess decisions made.

Exhibit
23.1



Define Task
and Goal



Identify
Alternative Actions



Collect Relevant
Information



Select Course
of Action



Analyze and
Assess Decision