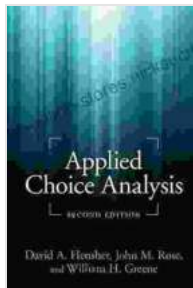


Applied Choice Analysis: An Overview of David Hensher's Work



Applied Choice Analysis by David A. Hensher

★★★★☆ 4.3 out of 5

Language : English

File size : 40932 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Print length : 1217 pages

X-Ray for textbooks : Enabled



Applied choice analysis is a branch of economics that studies how people make decisions. It is based on the assumption that people are rational actors who make decisions in order to maximize their utility. Applied choice analysis is used in a wide variety of fields, including transportation planning, marketing research, and health care.

David Hensher is one of the leading experts in applied choice analysis. He has made major contributions to the field, including developing new methods for collecting and analyzing data, and developing new theories of human behavior. Hensher's work has had a major impact on our understanding of human behavior and how people make decisions.

Hensher's Key Contributions to Applied Choice Analysis

Hensher has made a number of key contributions to applied choice analysis, including:

* Developing new methods for collecting and analyzing data. Hensher has developed a number of new methods for collecting and analyzing data on human behavior. These methods include stated preference methods, which involve asking people to state their preferences for different alternatives, and revealed preference methods, which involve observing people's behavior in real-world settings. * Developing new theories of human behavior. Hensher has developed a number of new theories of human behavior. These theories include the random utility model, which assumes that people make decisions based on their utility for each alternative, and the discrete choice model, which assumes that people make decisions based on the probability of each alternative being chosen. * Applying applied choice analysis to a wide range of fields. Hensher has applied applied choice analysis to a wide range of fields, including transportation planning, marketing research, and health care. His work has helped to improve our understanding of human behavior in these fields and has led to better decision-making.

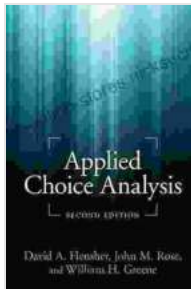
Hensher's Current Research Interests

Hensher is currently interested in a number of research areas, including:

* The use of applied choice analysis to improve transportation planning. Hensher is interested in using applied choice analysis to improve transportation planning. He is particularly interested in developing new methods for modeling the demand for transportation services and in using applied choice analysis to evaluate transportation policies. * The use of applied choice analysis to improve marketing research. Hensher is interested in using applied choice analysis to improve marketing research. He is particularly interested in developing new methods for measuring consumer preferences and in using applied choice analysis to evaluate

marketing campaigns. * The use of applied choice analysis to improve health care. Hensher is interested in using applied choice analysis to improve health care. He is particularly interested in developing new methods for measuring patient preferences and in using applied choice analysis to evaluate health care policies.

David Hensher is one of the leading experts in applied choice analysis. He has made major contributions to the field, and his work has had a major impact on our understanding of human behavior. Hensher's current research interests include using applied choice analysis to improve transportation planning, marketing research, and health care.



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