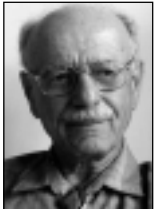
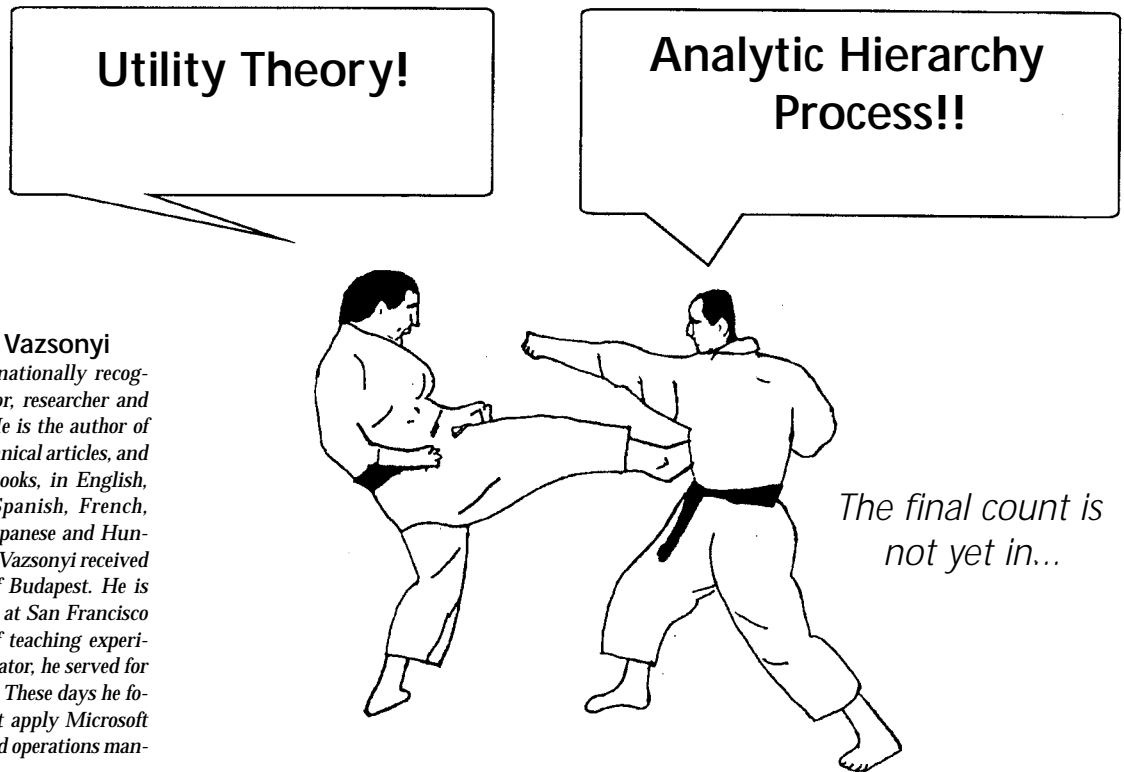


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Conflict Resolutions

Andrew Vazsonyi, Feature Editor

Practical business problems have many, often contradictory goals. The classical approach is to use the von Neumann-Morgenstern Utility theory (Subjective Expected Utility Theory). However, in real life this approach has never been popular. In 1982 a new technique, the Analytical Hierarchy Process, was proposed by Thomas L. Saaty. Many accepted AHP, but this approach created acrimonious debates with the traditional believers of utility theory. In spite of the fact that the practical world always faces multiple goals, the conflict between the two opposed systems has not been resolved.



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