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Strength of preference. Theoretical and practical aspects. (English) [Zbl 0571.90041](#)
Operational research '84, Proc. 10th IFORS Int. Conf., Washington/D.C. 1984, 449-463 (1985).

[For the entire collection see [Zbl 0566.00032](#).]

This paper presents a unified treatment of the notion of strength of preference and studies the connections between different existent approaches to this topic. A new result concerning the problem of strength of preference and risky choice is given. We also show how it is possible to operationalize the concept of strength of preference and to use it in multiple criteria decision making.

MSC:

[90B50](#) Management decision making, including multiple objectives
[91B08](#) Individual preferences

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strength of preference; risky choice; multiple criteria decision making