



Fuzzy Logic for Business, Finance, and Management (Advances in Fuzzy Systems U Applications and Theory) (Advances in Fuzzy Systems - Applications and Theory)

George Bojadziev, Maria Bojadziev

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This is truly an interdisciplinary book for knowledge workers in business, finance, management and socio-economic sciences based on fuzzy logic. It serves as a guide to and techniques for forecasting, decision making and evaluations in an environment involving uncertainty, vagueness, impression and subjectivity. Traditional modeling techniques, contrary to fuzzy logic, do not capture the nature of complex systems especially when humans are involved. Fuzzy logic uses human experience and judgement to facilitate plausible reasoning in order to reach a conclusion. Emphasis is on applications presented in the 27 case studies including Time Forecasting for Project Management, New Product Pricing, and Control of a Parasit-Pest System.

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