



# Fuzzy Sets in Management, Economy & Marketing

*P.M. Pardalos*

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## **Fuzzy Sets in Management, Economy & Marketing** P.M. Pardalos

The rapid changes that have taken place globally on the economic, social and business fronts characterized the 20th century. The magnitude of these changes has formed an extremely complex and unpredictable decision-making framework, which is difficult to model through traditional approaches. The main purpose of this book is to present the most recent advances in the development of innovative techniques for managing the uncertainty that prevails in the global economic and management environments. These techniques originate mainly from fuzzy sets theory. However, the book also explores the integration of fuzzy sets with other decision support and modelling disciplines, such as multicriteria decision aid, neural networks, genetic algorithms, machine learning, chaos theory, and so on. The presentation of the advances in these fields and their real world applications adds a new perspective to the broad fields of management science and economics.

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