



AHP: Ferramenta Multicritério para Tomada de Decisão - Shopping Centers (Portuguese Edition)

Victor Hugo Mazon de Oliveira

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O AHP - Ferramenta multicritério de tomadas de decisão - Shopping Centers é um livro dedicado a apresentar essa ferramenta de tomada de decisão, dando ao leitor uma perspectiva mais amena do método. Por se tratar de um modelo matemático, e, portanto, metódico e sistemático, apresentá-lo com uma lógica de cálculo mais atrativa, com clareza de detalhes e com a simplicidade de uma solução organizada passo a passo torna este um livro acessível a todos que desejam conhecer e efetivamente fazer uso do AHP. Paralelamente à aplicação crua de um método, manifesta-se a relevância de se discutir e conhecer mais a respeito de um importante modelo de centro comercial de vendas como os shopping centers. Aliar a virtude de encontrar respostas, peculiar a um método matemático, à expressão desses empreendimentos de vendas tão contemporâneos e significativos frente ao cenário mundial é o que torna esta obra atrativa, multidisciplinar e atual.



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