

5.2: Introduction to Managing Group Decision Making

What you'll learn to do: explain common techniques used to manage group decision making

Thus far in our study, we have not distinguished strongly between the decision-making process from the standpoint of the individual and that of the group. Many business decisions, however, are made in groups. Though many of the principles we have learned about apply to group decision making, there are unique advantages, disadvantages, and techniques for group settings that should also be considered.

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