



# Choice Modelling

By A. Daly, S. Hess

Emerald Group Publishing Limited, 2010. Hardcover. Book Condition: New. This book contains a selection of the best theoretical and applied papers from the inaugural International Choice Modelling Conference. The conference was organised by the Institute for Transport Studies at the University of Leeds and held in Harrogate, North Yorkshire on 30 March to 1 April 2009. The conference brought together leading researchers and practitioners from across the many different areas in which choice modelling is a key technique for understanding behaviour and evaluating policy. The diversity of the field was reflected in presentations by both academics and practitioners, coming from six continents and a variety of fields including transport and economics. Key contributions include papers from Professor Daniel McFadden, from the University of California, Berkeley - Nobel Prize laureate in Economics and chief architect of random utility modelling. The conference also included keynote presentations by five other leading choice modellers, namely Professor Moshe Ben-Akiva, Professor Chandra Bhat, Professor Michel Bierlaire, Professor David Hensher, and Professor Riccardo Scarpa.



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