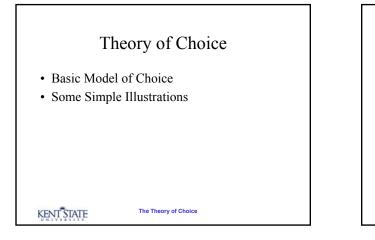
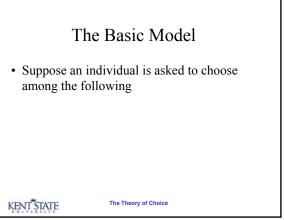
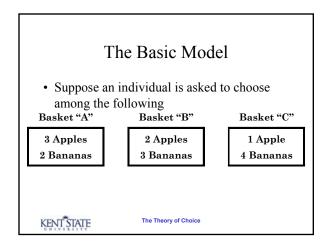
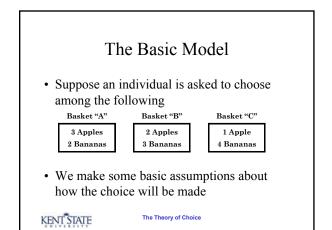


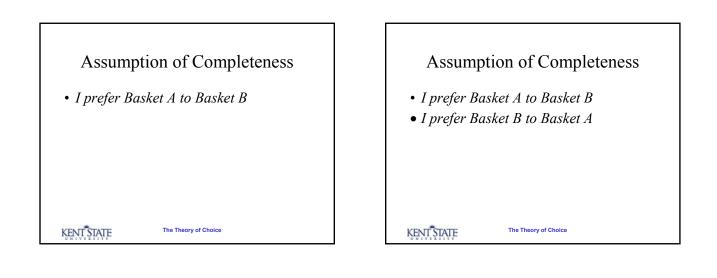
Theory of Choice					
Basic Mode	l of Choice				
KENTSTATE	The Theory of Choice				



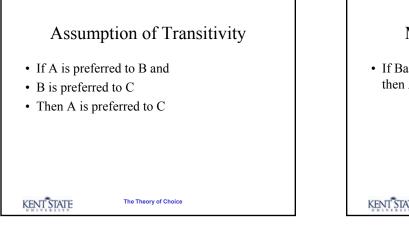


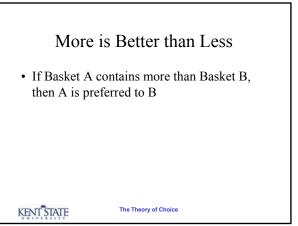


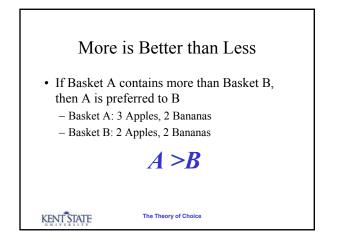


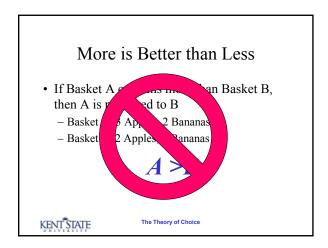


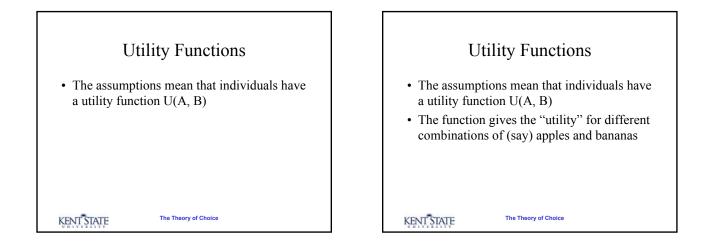


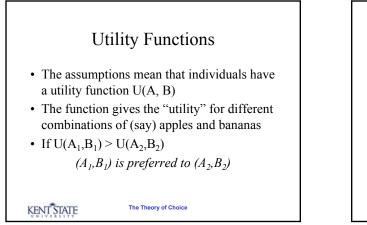






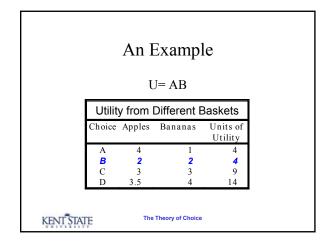


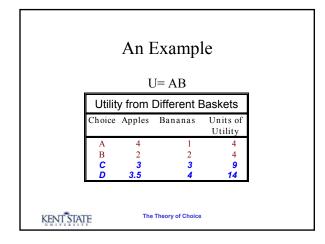


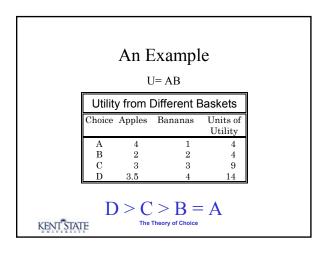


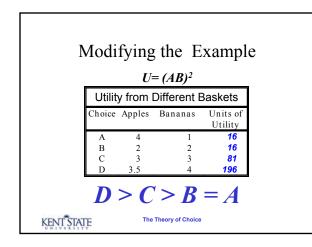
	An Example						
		U=	= AB				
	Utilit						
	Choice	Apples	Bananas	Units of Utility			
	A B C D		$\begin{array}{c}1\\2\\3\\4\end{array}$	$\begin{array}{c}4\\4\\9\\14\end{array}$			
KENTSTATE							

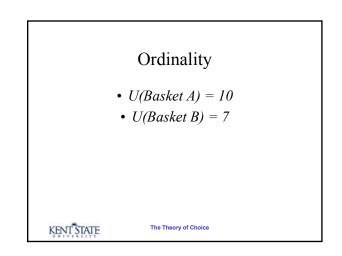
An Example					
		U	J= AB		
	Utility from Different Baskets				
	Choice	Apples	Bananas	Units of Utility	
	Α	4	1	4	
	В	2	2	4	
	С	3	3	9	
	D	3.5	4	14	

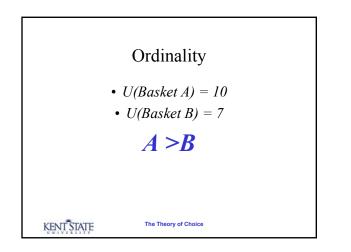


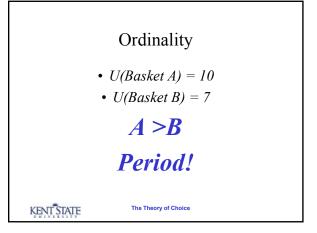












	End
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KENT STATE	The Theory of Choice