

5.3A Cautions The assigning of weights and scores is indeed very subjective. The user is urged to refer to Kepner and Tregoe's book to become aware of certain danger signals that guarantee acceptance of a certain alternative and that blackball all others. Such a biased weighting would easily skew the numbers and sabotage the decision-making process.

5.3C Is the Decision Ethical? While this is an extremely important question, we are going to delay discussion of it until Chapter 7, where we present some thoughts that we hope will help you answer this question.