

5.3B Missing Information The most difficult decisions are those where you don't have all the necessary information available upon which to base the decision. We see that this "want requires a key piece of information and that John must obtain more information from Dow Corning before he can accept their offer. If Dow Corning could not tell John which type of job he would have, they might at least be able to tell him which type of job he might not have (e.g., traveling sales representative). If they cannot do the latter, John could have been "forced to choose ChemCo. With this assumption, the total score for Dow Corning would drop to 616 which is now below the score of ChemaCo. analysis.