

## All Decision Problems Are Not Created Equal

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**Abstract:** Executive leaders and organizations constantly struggle with strategic decision problems that have far reaching implications. Successful decision-makers ensure careful selection of appropriate methods for these decision problems. By understanding the inequities of a decision problem, it is possible to better characterize and typify decision problems. Certain decision-making methodologies are best suited for certain types of decision problems. This paper consists of two parts. The first part explores the inequities of decision problems. These inequities characterize, distinguish rigor, and help classify decision problems. The second part presents four decision-making methodologies and discusses the suitability of these methodologies to overcome certain inequities.

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