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The Quantitative Methods programme is written by David Targett, Professor of Information Systems at the School of Management, University of Bath and formerly Senior Lecturer in Decision Sciences at the London Business School.

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Problem 1.1 We consider the strategy of trying Plan A first and then

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Plan B; a more complete solution approach should rely on the decision tree framework of Chapter 13 (see Problem 13.1). Imagine that we are at the end of year 1, and say that the first movie has been a success.

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