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In recent years, airline practitioners and academics have started to explore new ways to model airline passenger demand using discrete choice methods. This book provides an introduction to discrete choice models and uses extensive examples to illustrate how these models have been used in the airline industry.

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modelers throughout
the air transportation
industry. Not only does
Laurie provide the
background for sound
demand modeling, she
establishes the

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foundation for
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The discrete choice models are presented as a development and a renovation of the classical theory of choice. They have been based on the

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premise that the choice of economic agents is most often based on mutually exclusive alternatives or solutions, so that if the individual chooses one, he gives up the choices of the others. In this case, we speak of a discreet choice.

The Application of Discrete Choice Models in Transport

...

In economics, discrete

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choice models, or qualitative choice models, describe, explain, and predict choices between two or more discrete alternatives, such as entering or not entering the labor market, or choosing between modes of transport. Such choices contrast with standard consumption models in which the quantity of each good consumed is assumed to be a

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continuous variable.

Discrete choice - Wikipedia

Discrete Choice. In discrete choice, respondents simultaneously consider multiple profiles. That is, respondents are exposed to a series of choice tasks, and in each task are asked which profile they are most likely to purchase (if any). In the analysis,

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the influence of the
attributes on choice is
measured.

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