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Problems Summary

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SUMMARY

Quality data from a research project must have reasonable confidence limits and present an accurate picture of important variables and their relationships. It is also important to identify casual relationships because these are the elements that help decision-makers to become effective problem-solvers. If this type of data is not provided, managers treat symptoms, not problems. Often time managers have turned to intuitive processes because they have been discouraged by bad data. Intuitive decision processes depend upon the individual's management ability to sense problems and improvise solutions. Few managers have such an ability. Most depend upon trial and error processes. Quality data leads to effective and efficient decision-making.