Contents

List	t of figures p	oage vii
Lis	t of tables	Х
List	t of contributors to application chapters	xv
Pre	eface	xvii
Ack	knowledgments	xix
The	eory and Methods	1
1	Introduction and overview of the book	3
2	The BWS object case	14
3	The BWS profile case	56
4	The BWS multi-profile case	89
5	Basic models	114
6	Looking forward	134
Ap	plications: Case 1	147
7	BWS object case application: attitudes towards end-of-life care	
	TERRY N. FLYNN, ELISABETH HUYNH AND CHARLES CORKE	149
8	How consumers choose wine: using best-worst scaling across countries	
	LARRY LOCKSHIN AND ELI COHEN	159
9	Best-worst scaling: an alternative to ratings data	
	GEOFFREY N. SOUTAR, JILLIAN C. SWEENEY AND JANET R. MCCOLL-KENNED	Y 177
Ap	plications: Case 2	189
10	When the ayes don't have it: supplementing an accept/reject DCE with a Case best-worst scaling task	2
	BIGHARD T. CARSON AND JORDAN I. LOUVIERE	101

vi Contents

11	BWS profile case application: preferences for treatment in dentistry EMMA MCINTOSH AND TERRY N. FLYNN	225
12	BWS profile case application: preferences for quality of life in Australia TERRY N. FLYNN AND ELISABETH HUYNH	240
Ap	plications: Case 3	263
13	The stability of aggregate-level preferences in longitudinal discrete choice experiments	
	TOWHIDUL ISLAM AND JORDAN J. LOUVIERE	265
14	Case 3 best-worst analysis using delivered pizza and toothpaste examples BART D. FRISCHKNECHT AND JORDAN J. LOUVIERE	278
15	Using alternative-specific DCE designs and best and worst choices to model choices	
	JORDAN J. LOUVIERE	297
Ref	References	
Sub	Subject index	
Aut	Author index	