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SURE: a method for decision-making under uncertainty

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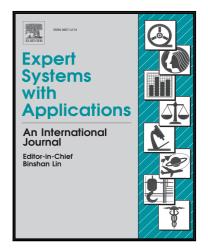
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## Highlights

- A new decision-making methodology called Simulated Uncertainty Range Evaluations (SURE) for handling uncertainty is proposed
- A real-world case study for a pharmaceutical company is used to test the methodology
- Only SURE correctly identified the alternative eventually chosen by the company

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