



# Discrete Choice Analysis: Theory and Application to Travel Demand (Transportation Studies)

*Moshe Ben-Akiva, Steven R. Lerman*

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The methods of discrete choice analysis and their applications in the modelling of transportation systems constitute a comparatively new field that has largely evolved over the past 15 years. Since its inception, however, the field has developed rapidly, and this is the first text and reference work to cover the material systematically, bringing together the scattered and often inaccessible results for graduate students and professionals. *Discrete Choice Analysis* presents these results in such a way that they are fully accessible to the range of students and professionals who are involved in modelling demand and consumer behavior in general or specifically in transportation - whether from the point of view of the design of transit systems, urban and transport economics, public policy, operations research, or systems management and planning. The introductory chapter presents the background of discrete choice analysis and context of transportation demand forecasting. Subsequent chapters cover, among other topics, the theories of individual choice behavior, binary and multinomial choice models, aggregate forecasting techniques, estimation methods, tests used in the process of model development, sampling theory, the nested-logit model, and systems of models. Moshe Ben-Akiva and Steven R. Lerman are both faculty members of the Civil Engineering Department at MIT and affiliated with its Center for Transportation Studies. *Discrete Choice Analysis* is ninth in the MIT Press Series in Transportation Studies, edited by Marvin Manheim.

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