## List of Figures

- Page vii

## List of Tables

- Page x

## List of Contributors to Application Chapters

- Page xv

## Preface

- Page xvii

## Acknowledgments

- Page xix

## Theory and Methods

1. Introduction and overview of the book  
   - Page 3
2. The BWS object case  
   - Page 14
3. The BWS profile case  
   - Page 56
4. The BWS multi-profile case  
   - Page 89
5. Basic models  
   - Page 114
6. Looking forward  
   - Page 134

## Applications: Case 1

7. BWS object case application: attitudes towards end-of-life care  
   - Page 147
   *Terry N. Flynn, Elisabeth Huynh and Charles Corke*

8. How consumers choose wine: using best-worst scaling across countries  
   - Page 159
   *Larry Lockshin and Eli Cohen*

9. Best-worst scaling: an alternative to ratings data  
   - Page 177
   *Geoffrey N. Soutar, Jillian C. Sweeney and Janet R. McColl-Kennedy*

## Applications: Case 2

10. When the ayes don’t have it: supplementing an accept/reject DCE with a Case 2 best-worst scaling task  
    - Page 189
    *Richard T. Carson and Jordan J. Louviere*