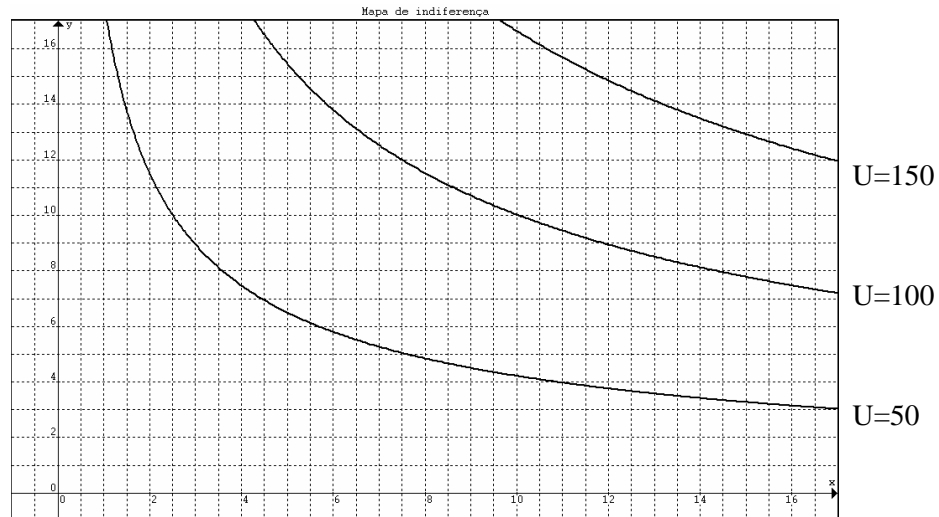
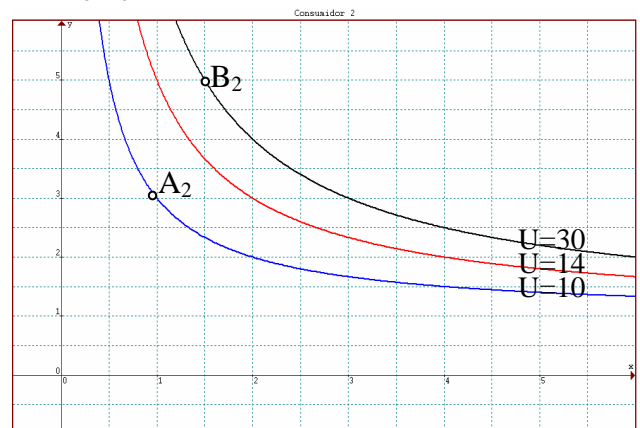
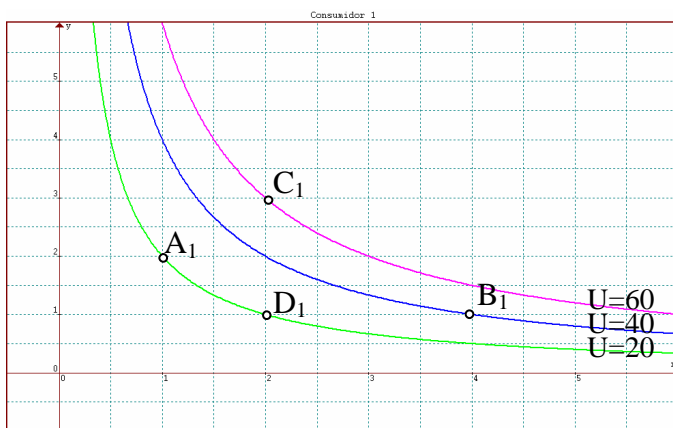
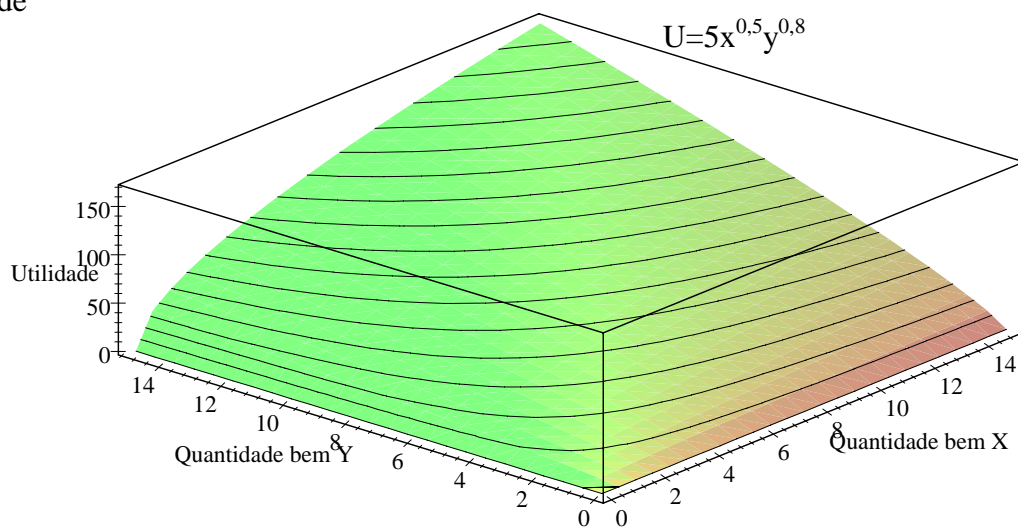


UTILIDADE ENQUANTO GRANDEZA ORDINAL



Função utilidade
 $U = u(x,y)$



Proposições inverificáveis	Proposições verdadeiras
$U(B_1) = 2U(A_1)$	$U(A_1) = U(D_1)$
$U(C_1) = 3U(A_1)$	$U(B_1) > U(A_1)$
$U(B_1) - U(A_1) = U(C_1) - U(B_1)$	$U(C_1) > U(A_1)$
$U(A_1) = 2U(A_2)$	$U(A_2) < U(B_2)$
$U(A_1) = U(B_2) - U(A_2)$	