



The Art of Strategy: A Game Theorist's Guide to Success in Business and Life

By Avinash K. Dixit, Barry J. J. Nalebuff

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Game theory means rigorous strategic thinking. It's the art of anticipating your opponent's next moves, knowing full well that your rival is trying to do the same thing to you. Though parts of game theory involve simple common sense, much is counterintuitive, and it can only be mastered by developing a new way of seeing the world. Using a diverse array of rich case studies—from pop culture, TV, movies, sports, politics, and history—the authors show how nearly every business and personal interaction has a game-theory component to it. Mastering game theory will make you more successful in business and life, and this lively book is the key to that mastery.

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Review

"It is an easy read and is written in a lively tone-which is not something I particularly recall from my lectures in the 1980s. Long live economics!" John Burns, The Times Higher Education "Unlike most of the ranks of management advice books which pad out bookshop business sections, here is one which is rigorous, fun and extremely useful all at the same time." The Economist

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About the Author

Avinash Dixit is Emeritus John J.F. Sherrerd University Professor of Economics at Princeton University, where he offered his popular freshman course in game theory. He is among the world's leading economists, having made fundamental contributions in several major fields as well as in game theory. He is the author of many books, including Dixit/Nalebuff: Thinking Strategically (Norton, 1991), Dixit/Pindyck: Investment Under Uncertainty (Princeton University Press, 1994), and Dixit/Nalebuff: The Art of Strategy (Norton, 2009).

Barry J. Nalebuff is the Milton Steinbach Professor at the Yale School of Management. Nalebuff applies game theory to business strategy and is the co-founder of one of America's fastest-growing companies, Honest Tea.

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