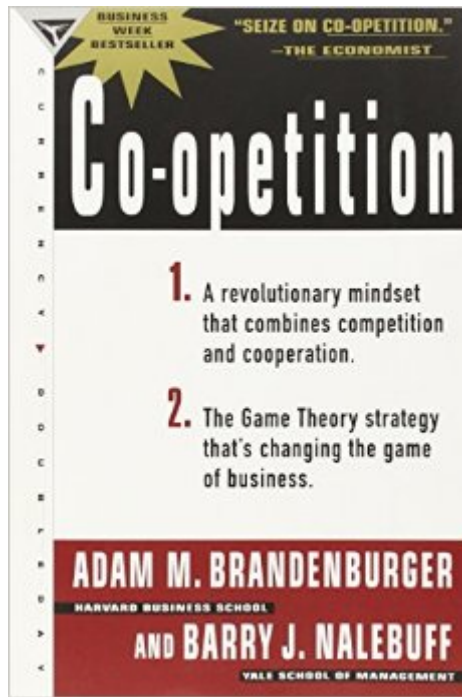


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# Co-Opetition



## Synopsis

Now available in paperback, with an all new Reader's guide, The New York Times and Business Week bestseller Co-opetition revolutionized the game of business. With over 40,000 copies sold and now in its 9th printing, Co-opetition is a business strategy that goes beyond the old rules of competition and cooperation to combine the advantages of both. Co-opetition is a pioneering, high profit means of leveraging business relationships. Intel, Nintendo, American Express, NutraSweet, American Airlines, and dozens of other companies have been using the strategies of co-opetition to change the game of business to their benefit. Formulating strategies based on game theory, authors Brandenburger and Nalebuff created a book that's insightful and instructive for managers eager to move their companies into a new mind set.

## Book Information

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## Customer Reviews

First of all I should state that this book is the kind that will make you ask yourself "Why have I not read it before?"! I strongly recommend it and shortly I will try to explain whom I recommend it and why. In fact, we are not talking about some recent business book, and therefore the potential reader should not expect to see very recent cases as support to arguments discussed. But still, the issues are very systematically, clearly and simply explained, although the examples that are used to support the arguments are "old". I met this "potential classic business book" (or maybe already a "classic business book") as I began to be interested in game theory. Therefore I can easily declare that "Co-opetition" is very appropriate for a person who would like to see solid, practical and

especially business-oriented application areas of game theory. With this book, a "101 game theorist" can try and improve herself easily. But on the other hand, this doesn't mean that the only target readers of the book are the ones that are interested in game theory. The authors have achieved to develop and illustrate practical recommendations for business world by utilizing game theory concepts. So anyone who is business life will benefit from the concepts for sure. The language and the methods of explanation are very clear, far from being complicated and straightforward. The authors have supported all the major concepts and conclusions by using real-life examples. This way, the reader has more "reasons" to learn and remember the arguments discussed throughout the book. The logical order and the simple modular approach used to lead the discussions also help the reader understand everything explained easily.

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