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By Avinash K. Dixit, Barry J. Nalebuff

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## **Editorial Review**

From Publishers Weekly

Most books on game theory either focus on specialized applications (cardplaying, business, nuclear war) or bore with mathematics and jargon. Free of formulas and argot, this refreshing exception distills the principles, concepts, tools and techniques--brinkmanship, bargaining, unconditional moves, vicious circles, etc.--with an astonishing diversity of illustrative examples drawn from political campaigns, baseball, neighborhood dynamics of segregation, the military draft, speed limits, childrearing and so forth. In helping strategists anticipate rivals' responses and win the game, economics professors Dixit and Nalebuff (who teach game theory at Princeton and Yale, respectively) provide managers, negotiators, athletes, parents and other game-players with a formidable weapon. Drawings. BOMC, Fortune Book Club and QPB selections. Copyright 1990 Reed Business Information, Inc.

Review

A fascinating new book that can be read with real pleasure.... The problem is, of course, that if Dixit and Nalebuff can improve your strategic IQ, they can improve your competitor's as well and the Japanese rights were sold months ago. --David Warsh

Machiavelli is brought up-to-date in this book by Dixit and Nalebuff. They make strategic tools humorous, human, and effective. --Elizabeth Bailey, former dean, Graduate School of Industrial Administration, Carnegie Mellon University

I confess that I have never thought of monetary policy or government as a game, but Professors Dixit and Nalebuff succeed brilliantly in clarifying questions we all face in decision-making, elevated or mundane. -- Paul A. Volcker

Thinking Strategically gives you the vital components for good and effective negotiating. --Bob Woolf, author of *Friendly Persuasion*

To be literate in the modern age, you need to have a general understanding of game theory. Dixit and Nalebuff provide the skeleton key. You'll benefit from Thinking Strategically and enjoy the book. --Paul Samuelson

A fascinating new book that can be read with real pleasure.... The problem is, of course, that if Dixit and Nalebuff can improve your strategic IQ, they can improve your competitor's as well. --David Warsh

To be literate in the modern age, you need to have a general understanding of game theory. Dixit and Nalebuff provide the skeleton key. You'll benefit from Thinking Strategically and enjoy the book. --Paul Samuelson

A gem of a book. It makes some important insights on the frontiers of economics and game theory easily

accessible, tremendously enjoyable, and practically useful. --Burton G. Malkiel, author of *A Random Walk Down Wall Street*"

Dixit and Nalebuff set out sure-fire rules for thinking about strategy. --David Henderson"

Machiavelli is brought up-to-date in this book by Dixit and Nalebuff. They make strategic tools humorous, human, and effective. --Elizabeth Bailey, former dean, Graduate School of Industrial Administration, Carnegie Mellon University"

I confess that I have never thought of monetary policy or government as a game, but Professors Dixit and Nalebuff succeed brilliantly in clarifying questions we all face in decision-making, elevated or mundane. --Paul A. Volcker"

#### About the Author

Avinash Dixit is Emeritus John J.F. Sherrard 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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