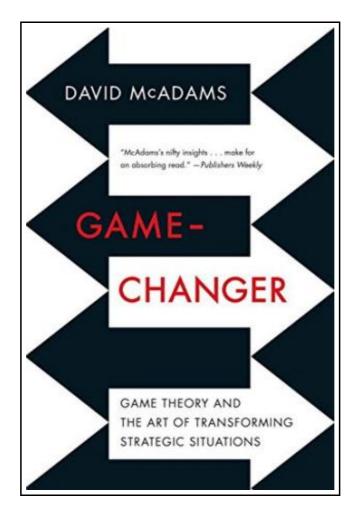
Game-Changer: Game Theory and the Art of Transforming Strategic Situations



Filesize: 1.04 MB

Reviews

Comprehensive guide! Its this type of very good read through. It is actually writter in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Bernie Mante PhD)

GAME-CHANGER: GAME THEORY AND THE ART OF TRANSFORMING STRATEGIC SITUATIONS



WW Norton & Co. Paperback. Book Condition: new. BRAND NEW, Game-Changer: Game Theory and the Art of Transforming Strategic Situations, David McAdams, "The wise win before they fight, while the ignorant fight to win." So wrote Zhuge Liang, the great Chinese military strategist. He was referring to battlefield tactics, but the same can be said about any strategic situation. Even seemingly certain defeat can be turned into victorywhether in battle, business, or life-by those with the strategic vision to recognize how to "change the game" to their own advantage. The aim of David McAdams's Game-Changer is nothing less than to empower you with this wisdom-not just to win in every strategic situation (or "game") you face but to change those games and the ecosystems in which they reside to transform your life and our lives together for the better. Game-Changer develops six basic ways to change games-commitment, regulation, cartelization, retaliation, trust, and relationships-enlivened by countless colorful characters and unforgettable examples from the worlds of business, medicine, finance, military history, crime, sports, and more. The book then digs into several realworld strategic challenges, such as how to keep prices low on the Internet, how to restore the public's lost trust in for-charity telemarketers, and even how to save mankind from looming and seemingly unstoppable drugresistant disease. In each case, McAdams uses the game-theory approach developed in the book to identify the strategic crux of the problem and then leverages that "game-awareness" to brainstorm ways to change the game to solve or at least mitigate the underlying problem. So get ready for a fascinating journey. You'll emerge a deeper strategic thinker, poised to change and win all the games you play. In doing so, you can also make the world a better place. "Just one Game-Changer [is] enough to seed and transform...

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