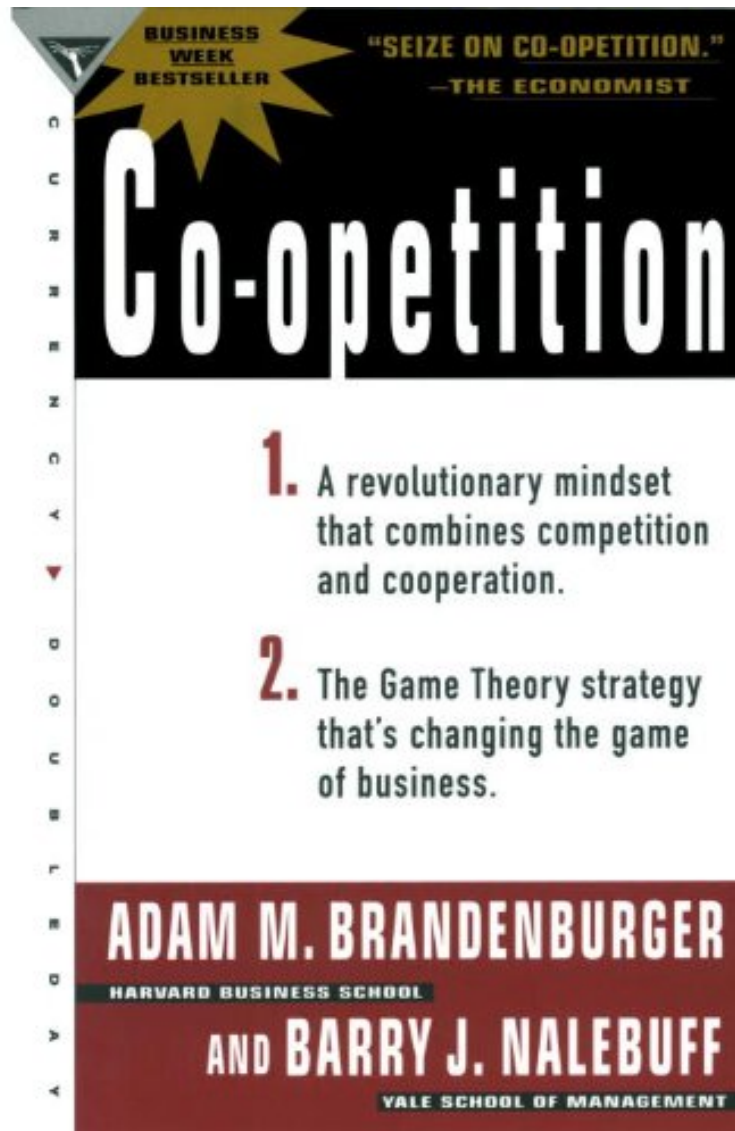


## Co-Opetition

*Adam M. Brandenburger, Barry J. Nalebuff*  
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**Adam M. Brandenburger, Barry J. Nalebuff : Co-Opetition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Co-Opetition:

8 of 9 people found the following review helpful. Co-OptetionBy Anand GulatiI was given this book to read by a Professor when i was doing a Masters Program, upon asking him that i want to know and read a little about Game Theory. Well i liked this book so much that i went online and a bought a copy of my own.Although, this book was first published in 1996 and for what i reason that i am unable to comprehend is not available with all that ease in book stores. But it was an easy find on .Com.This book is ideal for someone like me who saw the movie " A beautiful

Mind" and was intrigued by what the main character was doing in the first half of the movie, when he uses Game Theory to come out with a result as to how they can all win without anyone actually losing. What this book does for a student of Business is, it tells you with Umpteen real world examples; how to make use of game theory in business. Their easy explanation of and the coining of the term 'The Value Net' is a prime example of what they have done in this book. All in All, a very good read for everyone, I would highly recommend it to anyone, simply because it is easy to understand and tackles a complicated subject with ease. 1 of 2 people found the following review helpful. The Business of Cooperating to Compete By Michael Griswold Co-opetition is a landmark business book that uses game theory to argue that businesses rather than operating in a pure environment of competition should also cooperate because the two combined processes will create a bigger pie that can then be divided up to produce win-win outcomes for both sides. Like most people, I looked at this idea and thought that it was insane. However, the more I thought about it, I wondered if this basic idea could be applied to something like a professional sports league like the WNBA, where it is a smaller league with slow growth that is an afterthought on the sports pages. While the idea may hold appeal for a public weary of the ways of big business profit at all costs that has a tendency to destroy companies and in some cases, entire economies. I ultimately feel that it is all too easy for businesses to become blinded by profit and ignore the fundamental processes that got them that profit in the first place. In this dog eat dog, Wall Street Greed is Good mentality, these ideas will just be quaint notions of what business perhaps should be. 1 of 1 people found the following review helpful. good but dated. By Yitch The authors have done a good job with the concept. The value net is still quite useful and handy. It would be great if they refused it with more modern examples. Examples listed are close to two decades old. Microsoft was still considered a software giant. would be nice to have a book that uses the value net for analysis and look at the tech industry in general fit the last 5 years.

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. From the Trade Paperback edition.