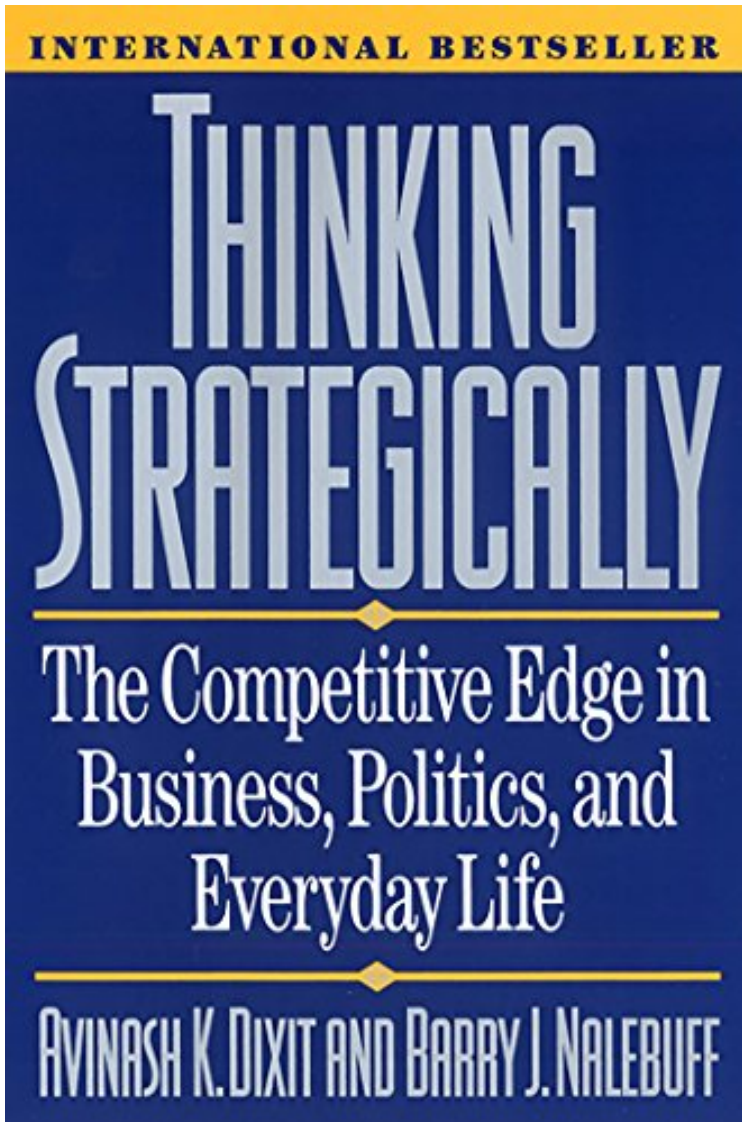


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Prsentation de l'diteurThe international bestsellerdon't compete without it!A major bestseller in Japan, Financial Times Top Ten book of the year, Book-of-the-Month Club bestseller, and required reading at the best business schools, Thinking Strategically is a crash course in outmaneuvering any rival. This entertaining guide builds on scores of case studies taken from business, sports, the movies, politics, and gambling. It outlines the basics of good strategy making and then shows how you can apply them in any area of your life.From Publishers WeeklyMost 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. Washington Post 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.