



# Game Theory at Work: How to Use Game Theory to Outthink and Outmaneuver Your Competition

*James Miller*

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## **Game Theory at Work: How to Use Game Theory to Outthink and Outmaneuver Your Competition**

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### **An easy-to-follow, non-technical approach to using game theory in every business battle**

Game theory has become entrenched in today's business world. It has also often required oppressive and incomprehensible mathematics. *Game Theory at Work* steers around math and pedagogy to make this innovative tool accessible to a larger audience and allow all levels of business to use it to both improve decision-making skills and eliminate potentially lethal uncertainty.

This proven tool requires everyone in an organization to look at the competition, gauge his or her own responses to their actions, and then establish an appropriate strategy. *Game Theory at Work* will help business leaders at all levels improve their overall performance in:

- Negotiating
- Decision making
- Establishing strategic alliances
- Marketing
- Positioning
- Branding
- Pricing

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