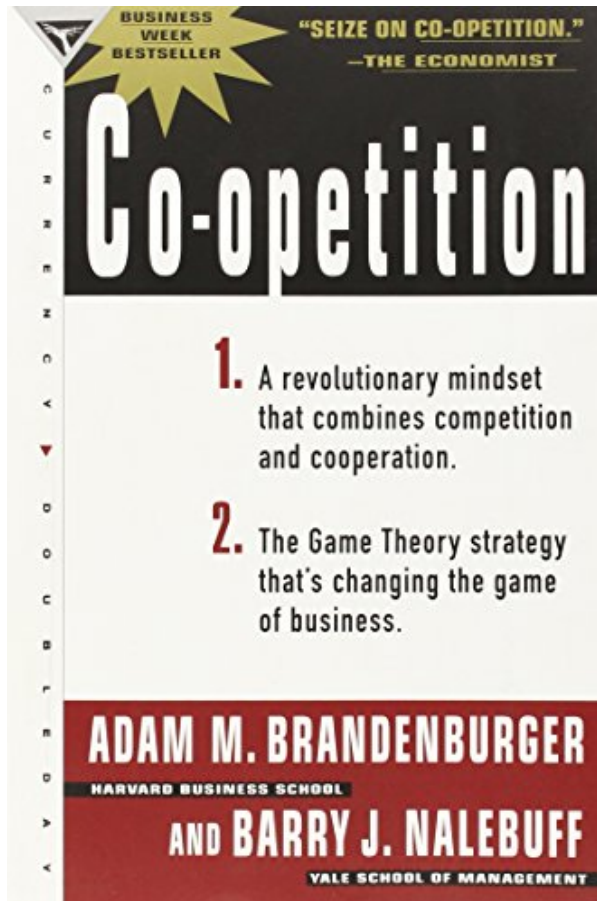
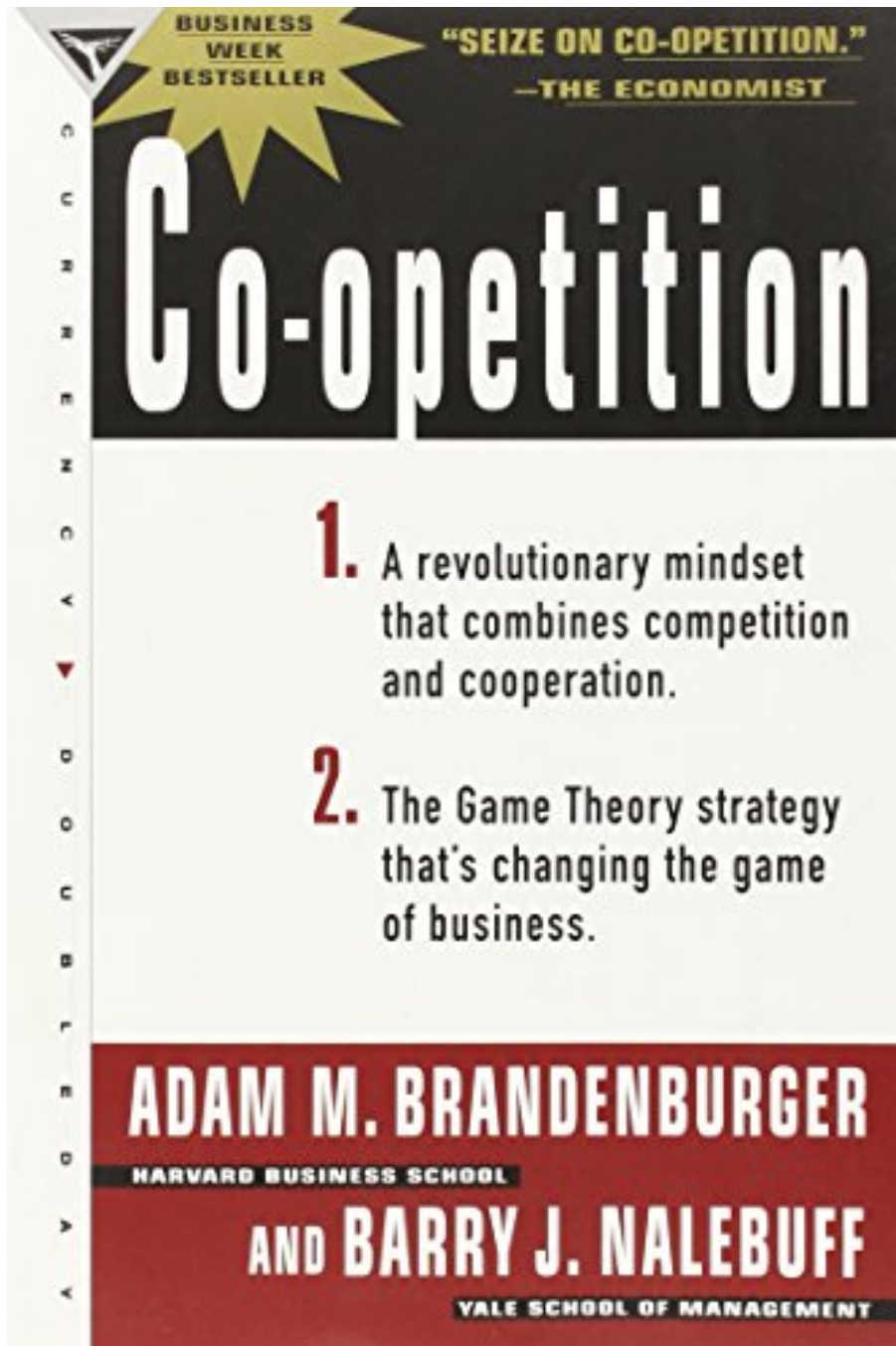


# CO-OPETITION BY ADAM M. BRANDENBURGER, BARRY J. NALEBUFF



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Losing and winning are two extremes by which businesses are often measured. Brandenburger (Harvard Business Sch.) and Nalebuff (Yale Sch. of Management) argue that most businesses and their transactions lie somewhere between the two poles. Their liberating message is that your competitor does not have to fail for you to win. Conversely, you don't have to fail either. Your failure, in fact, can hurt your competitor. It is better, the authors assert, to have both cooperation and competition. Game theory requires drawing a representation of one's customers, suppliers, competitors, and complementers. In this strategy of business as a game, the rules, players, tactics, and scope can be changed to the individual's advantage. The authors present complicated cases to illustrate their points. The writing is usually solid, but the authors went to the well too many times with some of their examples. A little variety in illustrating their ideas would have been welcome. Such minor shortcomings aside, this title is recommended for all academic libraries. Randy L. Abbott, Univ. of Evansville Libs., Ind.

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Review

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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.

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1 of 1 people found the following review helpful.

This book helped form my business model

By Auren Hoffman

This book discusses co-opetition, the act of competitors working together in a collaborative effort to increase the pie overall. Co-opetition is a hot topic right now with new competitor-to-competitor exchanges. If you are a game theory enthusiast, you'll be a big fan of this book.

This book gives a good background on co-opetition and on game theory and business strategies. The book starts off dry - but it starts getting really good after the first 30 pages.

8 of 8 people found the following review helpful.

Co-Optetion

By Anand Gulati

I 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 Amazon.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.

20 of 20 people found the following review helpful.

A ?must-read? for sure

By Burcu Civelek Yuce

First of all I should state that this book is the kind that will make you ask yourself "Why have I not read it before?!" I strongly recommend it and shortly I will try to explain whom I recommend it and why.

In fact, we are not talking about some recent business book, and therefore the potential reader should not expect to see very recent cases as support to arguments discussed. But still, the issues are very systematically, clearly and simply explained, although the examples that are used to support the arguments are "old".

I met this "potential classic business book" (or maybe already a "classic business book") as I began to be interested in game theory. Therefore I can easily declare that "Co-opetition" is very appropriate for a person who would like to see solid, practical and especially business-oriented application areas of game theory. With this book, a "101 game theorist" can try and improve herself easily. But on the other hand, this doesn't mean that the only target readers of the book are the ones that are interested in game theory. The authors have achieved to develop and illustrate practical recommendations for business world by utilizing game theory concepts. So anyone who is business life will benefit from the concepts for sure.

The language and the methods of explanation are very clear, far from being complicated and straightforward. The authors have supported all the major concepts and conclusions by using real-life examples. This way, the reader has more "reasons" to learn and remember the arguments discussed throughout the book. The logical order and the simple modular approach used to lead the discussions also help the reader understand everything explained easily. Although the book is in fact a "strategy book", the reader does not have to be someone with background information on strategy. But still, if the reader already has some background in strategic analysis, then the book offers a much more beneficial and enjoyable read. On top of everything, the nice but "not-so-difficult-to-handle complexity" of game theory itself is the real pleasure of the book.

I recommend this book to college students who are to enter business life shortly, to people with active roles in strategic decision making processes of their corporations and to people who are interested in game theory but who don't want to cope with the mathematical models of it. Have a nice read...

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