

《工作中的博弈论GAME THEORY》

图书基本信息

书名：《工作中的博弈论GAME THEORY AT WORK》

13位ISBN编号：9780071400206

10位ISBN编号：0071400206

出版时间：2003-3

出版社：McGraw-Hill Trade

作者：Miller, James D.

页数：306

版权说明：本站所提供下载的PDF图书仅提供预览和简介以及在线试读，请支持正版图书。

更多资源请访问：www.tushu000.com

《工作中的博弈论GAME THEORY》

内容概要

Easy-to-follow strategies for using game theory to grab the upper hand in every business battle game theory - the study of how competitors act, react, and interact in the strategic pursuit of their own self-interest - has become an essential competitive tool in today's business arena. "Game Theory at Work" provides examples of how businesspeople can use this time-proven approach to successfully meet competitive challenges and, more often than not, claim the upper ground in each battle before it begins. "Game Theory at Work" steers clear of the opaque mathematics and pedagogy that so often hamper practitioners of game theory, relying instead on lively case studies and examples to illustrate its remarkable methods in action. Complex yet comprehensible, it provides you with: methods for applying game theory to every facet of business; strategies for instantly improving your position in virtually any negotiation. Game theory techniques to increase the output and value of each employee. At its essence, business is a game, albeit a profoundly serious game that must always be played to win. "Game Theory at Work" is the first plain-English examination of the use of game theory in business. Let it provide you with the intellectual tools you need to instantly understand every game you're playing, use that knowledge to your advantage, and consistently maximize your finish-line payoff. "Game Theory at Work" won't teach you about power-chants, discuss the importance of balancing work and family, or inspire you to become a more caring leader. This book will instead help you out - strategize, or at least keep up with, competitors inside and outside your company' - From the Introduction. Like Sun Tzu's timeless "The Art of War", "Game Theory at Work" is about knowing your adversary as well as yourself. It is also about using that knowledge to prepare yourself for victory. But above all, this one-of-a-kind book is about dramatically improving your strategic instincts and decision-making skills - and emerging victorious - in virtually any business encounter. Introduced by John von Neumann and Oskar Morgenstern in their 1944 book "Theory of Games and Economic Behavior", and further honed through the decades by thought leaders including Nobel Prize winner John Nash, game theory analyzes strategic interactions in which the outcomes of various choices depend on the choices of others. "Game Theory at Work" applies this innovative tool to the world of business, and provides a step-by-step framework for using game theory to improve your on-the-job success in areas including: negotiating; managing; pricing; positioning; establishing; and strategic alliances. More than that, however, "Game Theory at Work" is a one-of-a-kind tool to battle the high costs of indecision. It shows you how to enter any encounter confident in how others will act, and then use game theory to base your strategies and actions on this knowledge. Case studies, puzzles, and, yes, games demonstrate why unexpected and often paradoxical results are the norm when humans compete, and help you use this fact to your advantage. And, chapter-ending lessons highlight essential rules learned...All in a book that is both absorbing and entertaining, designed to improve your business instincts without requiring the use of needless mathematics or theoretical mumbo-jumbo. Everything in life is competitive in one way or another, and game theory has revolutionized the art and science of what to look for-and how to act-when engaged in competition. "Game Theory at Work" studies the use of game theory in today's hard-fought business arena, and shows you how to use it to gain maximum advantage in every professional encounter, whatever your role in that encounter.

《工作中的博弈论GAME THEORY》

作者简介

mes Miller, Ph.D., J.D. is assistant professor of economics at Smith College. Dr. Miller has written over fifty articles on diverse topics from game theory to Greek Mythology, e-commerce, and military strategy. His work has appeared in popular and professional resources including the Orlando Sentinel, The Weekly Standard, International Review of Law and Economics, and Journal of Information, Law and Technology, and the Internet sites for National Review, CNBC, and Fox News.

《工作中的博弈论GAME THEORY》

书籍目录

1 Introduction 2 Threats, Promises, and Sequential Games 3 The Dangers of Price Competition 4 Simultaneous Games 5 Massive Coordination Games 6 Nash Equilibria 7 Prisoners' Dilemma 8 Adverse Selection 9 Surviving with Limited Information 10 Price Discrimination and Other Pricing Strategies 11 Holdups 12 Spending Other People's Money 13 Managing Employees 14 Negotiations 15 Auctions 16 The Stock Market 17 Further Readings and References Appendix: Study Questions Notes Index

《工作中的博弈论GAME THEORY》

精彩短评

- 1、翻译后的中文版是《活学活用博弈论》
- 2、amazon上负面评价很多
- 3、总的来说是本不错的书，提供了一种不一样的视角来看问题。文字也轻松，看着不易感到枯燥。但须指出的是，很多案例把事情放在真空环境下分析，虽然足以说明问题，但总觉得专业度显得欠缺了些。另外，对于作者草率地将三年自然灾害简单归因于社会主义共有制的弊端，仅仅用free rider进行解释，不能不说是比较遗憾的

《工作中的博弈论GAME THEORY》

精彩书评

1、1年多前，无意收到一位朋友发来的邮件，这本书的电子版赫列于附件中。书中很多商业案例，值得深读，在中国这种大一统的营销战役中，多研究中作者书中的竞争战术可以大幅度提高公司的作战能力，尽管很多事情中国会增加多个变数，但主要的矛盾抓住了，可以提高对整个事件流程的控制能力，值得一看。英文弱的同志可以看看中文版，翻译比较粗糙，封面也特别丑。中文版《活学活用博弈论》：<http://www.douban.com/subject/1461267/> -----英文电子版的可以Google一下，不行就发豆邮给我。PS：请将邮箱发到我的豆邮，不要发在这里。

《工作中的博弈论GAME THEORY》

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:www.tushu000.com