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"Co-opetition" by Adam M. Brandenburger and Barry J. Nalebuff

This must have been the audience Adam M. Brandenburger and Barry J. Nalebuff had in mind when they wrote Co-opetition, a book about "the game theory strategy that's changing the game of business," as they put it. Mr. Brandenburger, a Harvard Business School professor, and Mr. Nalebuff, who teaches at the Yale School of Management, believe businesses can become more competitive by cooperating.

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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.

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Co-opetition (book) - Wikipedia

Co-opetition: A Revolution Mindset that Combines Competition and Cooperation is a non-fiction book on coopetition (co-operative competition), business strategy, and game theory by Adam M. Brandenburger and Barry J. Nalebuff. The book was initially published by Crown

Business on May 1, 1996.

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Co-opetition describes a strategic framework that enables organisations to classify relevant actors in their industry and beyond. The model uses insights from game theory to understand and influence the behaviour of these players.

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Actively shaping which game you play, and how you play it, is the core of the innovative business strategy laid out in Co-opetition. Barry Nalebuff and Adam Brandenburger, professors at Yale and Harvard, are pioneers in the practice of applying the science of game theory to the art of corporate strategy. They have devised a practice-oriented model to help you break out of the traditional win

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Adam Brandenburger is the Vice Dean for Graduate Education and the J.P. Valles Professor at the Stern School of Business at New York University. Prior to joining Stern, he held the M.B.A. Class of 1958 Professorship at Harvard Business School.

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Barry J. Nalebuff is the Milton Steinbach Professor at the Yale School of Management. Nalebuff applies game theory to business strategy and is the cofounder of one of America's fastest-growing companies, Honest Tea.

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