



## Game-Changer: Game Theory and the Art of Transforming Strategic Situations

By David McAdams

WW Norton & Co. Paperback. Book Condition: new. BRAND NEW, Game-Changer: Game Theory and the Art of Transforming Strategic Situations, David McAdams, "The wise win before they fight, while the ignorant fight to win." So wrote Zhuge Liang, the great Chinese military strategist. He was referring to battlefield tactics, but the same can be said about any strategic situation. Even seemingly certain defeat can be turned into victory-whether in battle, business, or life-by those with the strategic vision to recognize how to "change the game" to their own advantage. The aim of David McAdams's Game-Changer is nothing less than to empower you with this wisdom-not just to win in every strategic situation (or "game") you face but to change those games and the ecosystems in which they reside to transform your life and our lives together for the better. Game-Changer develops six basic ways to change games-commitment, regulation, cartelization, retaliation, trust, and relationships-enlivened by countless colorful characters and unforgettable examples from the worlds of business, medicine, finance, military history, crime, sports, and more. The book then digs into several real-world strategic challenges, such as how to keep prices low on the Internet, how to restore the public's lost trust in...



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