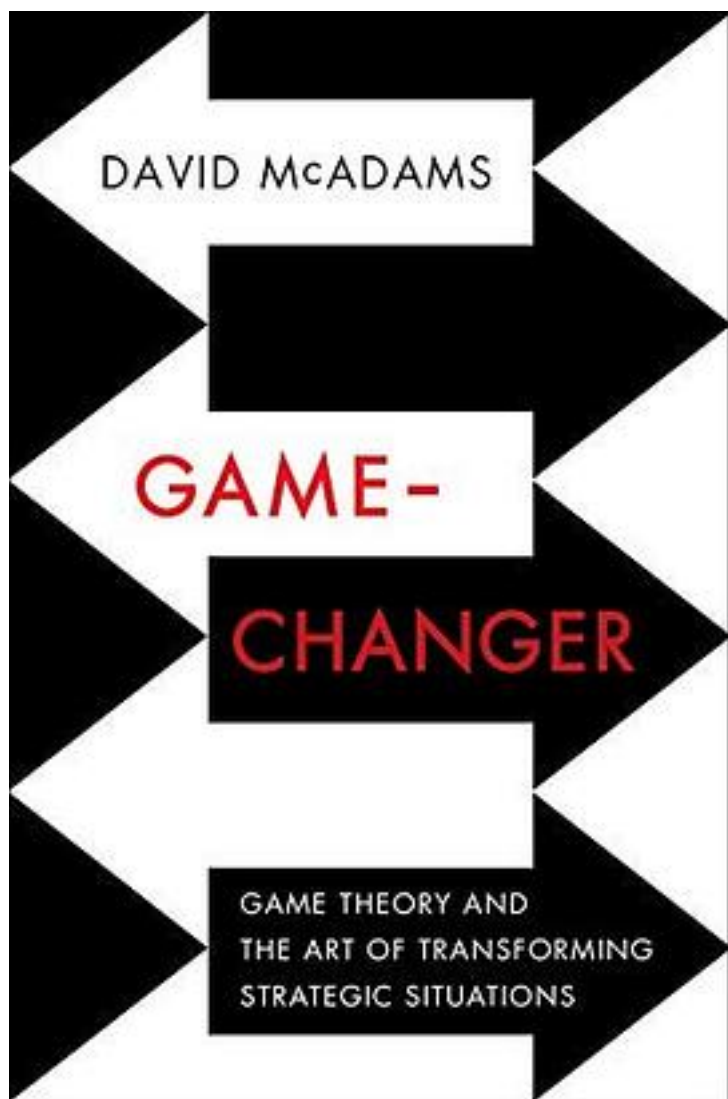


# Game Changer



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著者:McAdams, David

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A radically new, and easily learned, way to outstrategize your rivals.

“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 for-charity telemarketers, and even how to save mankind from looming and seemingly unstoppable drug-resistant disease. In each case, McAdams uses the game-theory approach developed in the book to identify the strategic crux of the problem and then leverages that “game-awareness” to brainstorm ways to change the game to solve or at least mitigate the underlying problem.

So get ready for a fascinating journey. You’ ll emerge a deeper strategic thinker, poised to change and win all the games you play. In doing so, you can also make the world a better place. “Just one Game-Changer [is] enough to seed and transform an entire organization into a more productive, happier, and altogether better place,” McAdams writes. Just imagine what we can do together.

30 illustrations

作者介绍:

David McAdams is a professor at the Duke University Fuqua School of Business. He is a leading scholar, popular teacher, and game-theory business consultant. He lives with his wife and children in Durham, North Carolina.

目录:

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标签

经济学

社科

数据处理

评论

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书评

如果你爱读书看报的话，是的，你偶尔能看到一些文章告诉你“博弈论”是个“然并卵”的东西，因为在这些文章看来，看似深奥的博弈论，其实无论商业或者生活中并没有人会实际应用，既然没人用，那这玩意不是“然并卵”是什么？那么，文章说的对不对呢？乍一看，嗯，好像也没...

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世事如棋局局新，人生无处不博弈。我们生活在这个世界里，免不了要和形形色色的人打交道。于是我们不断地重复着与一个又一个对手进行一次又一次的博弈。作为生存竞争中的棋手，你的每一个行动都是一步棋。落子无悔，只有每一步都小心谨慎，反复推敲，才能立于不败之地。致胜的...

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林亦霖

这本书作者深入浅出地将博弈论与经济相结合，其中列举了很多生活中具体的案例，方便对抽象理论的理解。

全书分为两个部分，第一部分是博弈论的理论知识，并且教会我们如何去运用博弈论；第二部分是博弈论成功运用的具体实例，让我们看到博弈之法在现实生活的具体操作。

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