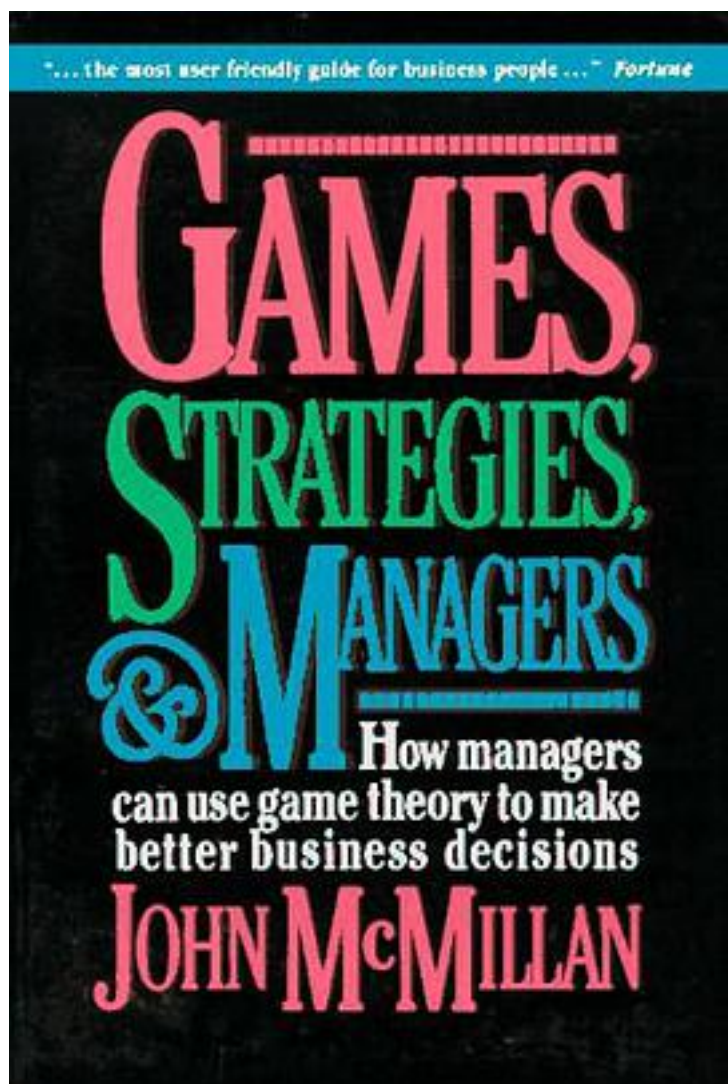


Games, Strategies, and Managers



[Games, Strategies, and Managers_ 下载链接1_](#)

著者:John McMillan

出版者:Oxford University Press, USA

出版时间:1996-5-2

装帧:Pap

isbn:9780195108033

John McMillan's Games, Strategies, and Managers presents an overview and analysis of game theory for management in a clear, accessible, and nonmathematical way. Using seven key questions as a starting point, the book provides every student of business and management with insights into the theoretical underpinnings and practical uses of game theory in every negotiation and strategic decision. The coverage and style is designed specifically with students of business in mind. The crucial topics of contracting, negotiation, and bidding are explained. Each chapter also contains assessment exercises and case studies showing game theory in action, to help the student, independent learner or manager alike. Games, Strategies, and Managers will be a major textbook for students of game theory at advanced undergraduate, postgraduate, and MBA level. It will also be an invaluable source for the practitioner or manager continually called upon to make strategic decisions based on how someone else will act, or react.

作者介绍:

目录:

[Games, Strategies, and Managers_ 下载链接1](#)

标签

经济学

经济

商业

评论

[Games, Strategies, and Managers_ 下载链接1](#)

[Games, Strategies, and Managers 下载链接1](#)