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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 not only to win but to make it possible for the industry as a whole to grow.

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businessrelationships. The Harvard Business School's Adam M. Brandenburger and the Yale School of Management's Barry J. Nalebuff, scholars and consultants, have developed a five-part business strategy that shows how to do more than play the game of business.

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cooperation to combine the advantages of both. Co-opetition is a pioneering, high profit means of leveraging business relationships.

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Co-opetition (1996) combines game theory with business strategy, presenting a roadmap for how to create a successful venture. The authors explain how running a business is just like playing a game: it involves mastering the rules, knowing the players and the value they bring, understanding tactical approaches and being able to see the big picture.

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

This must have been the audience Adam M. Brandenburger and Barry J. Nalebuff had in mind when they wrote Co-opetition, a

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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, hence the neologism "co-opetition."

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

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Co-opetition: A Revolution Mindset that Combines Competition and Cooperation is a non-fiction book on coopetition (co-

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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. As of 2015, the book is still available in its 9th printing.

Co-opetition (book) - Wikipedia

description: 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. Adam Brandenburger and Barry Nalebuff, professors in economics at Harvard and Yale University and specialists in the field of game theory, developed their co-opetition model in the mid-1990's.

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Coopetition or co-opetition is a neologism coined to describe cooperative competition. Coopetition is a portmanteau of cooperation and competition. Basic principles of co-opetitive structures have been described in game theory, a scientific field that received more attention with the book Theory of Games and Economic Behavior in 1944 and the works of John Forbes Nash on non-cooperative games. Coopetition occurs both at inter-organizational or intra-organizational levels.

Coopetition - Wikipedia

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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.

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Coopetition

The term 'co-opetition' is defined as "simultaneous competition and collaboration between two or more organizations. The concept was first coined by Ray Noorda, founder of Novell, and popularized in the strategic management field by Adam M. Brandenburger and Barry J. Nalebuff in their book Co-opetition (Brandenburg and Nalebuff 1996).The term was developed as part of Game Theory to describe non-cooperative business relations between organizations.

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