

## AGSM 5306

## STRATEGIC GAME THEORY FOR MANAGERS

**Contents of Subject Package:**

## Week 1

1. *The Economist*, A big pay-off for two game theorists, October 13, 2005. 1
2. I. WYLIE, Mars wins the shipping game, *FastCompany*, No. 69, April 2003, p. 38. 3
3. S. SINGH, The greatest game theorist of all, *New Statesman*. 7

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4. C. OSTER, Can the risk of terrorism be calculated by insurers? Game theory might do it. *Wall Street Journal Online*, 8 April 2002. 9
5. S. BEGLEY, A beautiful science: getting the math right can thwart terrorism, *Wall Street Journal*, May 16, 2003. 13
6. L. BARBER, Cinema rivalry, *Australian*, July 11–12, 1998, Rev. p.20. 15
7. *The Economist*, Preying on theory, The lemon dilemma, Secrets and the prize, 10 July 1999, p.78, 13 Oct. 2001, p.72, 12 Oct. 1996, p.98. 17
8. L. GARICANO, Game theory: how to make it pay, *Financial Times: Mastering Strategy*, London: FT, 2000, pp. 32–39. 23
9. H.G. COURTNEY, Games managers should play, *The McKinsey Quarterly*, 2000, No. 3 Strategy, pp. 91–96. 31
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11. T.C. SCHELLING, Hockey helmets, daylight saving, and other binary choices, in *Micromotives and Macrobehavior*, NY: Norton, 1978. 43
12. B. O'NEILL, International escalation and the dollar auction, *Journal of Conflict Resolution*, **30**(1): 33–50, 1986. 59

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13. *The Economist*, Apocalypse maybe, An insurer's worst nightmare, and Getting the goat, March 30, 1996, p.86; July 29, 1995, p.66; and Feb. 20, 1999. 69

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- 14. J. GANS et al., Gifts as signals, *Principles of Economics*, Thomson, 2004. 75
- 15. *The Economist*, Reverse snobbery — Signal failure? — The economics of understatement, May 3, 2003, p.65. 77

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- 16. D. BESANKO, DRANOVE D., SHANLEY M., and SCHAEFER S., The Dynamics of Pricing Rivalry, Ch. 8 of *Economics of Strategy*, 3rd ed., NY: Wiley, 2003. 79
- 17. A.R. RAO, M.E. BERGEN, and S. DAVIS, How to fight a price war, *Harvard Business Review*, March–April 2000. 117

Week 7

- 18. *The Economist*, Auction fever, It's only a game, Learning to play the game, What am I bid? Bidding adieu, 3 Dec. 1994, 15 June 1996, 17 May 1997, 6 May 2000, 27 June 2002. 127
- 19. M. ABRAMS, The mathematics of ... auctions: going once, going twice, *Discovery*, **23** (8), August, 2002. 137
- 20. *Scientific American*, Making honesty pay, Jan. 1997, p.13. 141
- 21. S.E. LANDSBURG, Cursed winners and glum losers, Ch. 18 of his: *The Armchair Economist: Economics and Everyday Life*, N.Y.: The Free Press, 1993. 143

Week 8

- 22. J.K. MURNIGHAN, Game's End, Chapter 15 in his: *Bargaining Games: A New Approach to Strategic Thinking in Negotiations*, NY: William Morrow, 1992. 147
- 23. O.E. WILLIAMSON, Strategizing, economizing, and economic organization, *Strategic Management Journal*, **12**(Special Issue): 75–94, 1991. 153

Week 9

- 24. R. KOSELKA, Businessman's dilemma, and Evolutionary economics: nice guys don't finish last, *Forbes*, Oct. 11, 1993. 165
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