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Thinking Strategically: The Competitive
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Life is a non-fiction book by Indian-American economist Avinash Dixit and Barry Nalebuff, a professor of economics and management at Yale School of Management. The text was initially published by W. W. Norton & Company on February 1, 1991.

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In their book, the authors explain how strategic thinking can give you a competitive edge as it focuses on maximising commercial opportunities, out-thinking rivals, forging strong bonds of cooperation and coordination, and deciding which business fields to enter.

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But a few companies appear to have revised that assumption and may be trying to participate actively in the formation of regulatory policies to gain a competitive edge. Strategic thinking is characterized by an all-pervasive unwillingness to expend resources. A

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strategist is always looking for opportunities to win at low or, better yet, no cost.

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Thinking Strategically gives you the vital components for good and effective negotiating. --Bob Woolf, author of Friendly Persuasion To be literate in the

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modern age, you need to have a general understanding of game theory. Dixit and Nalebuff provide the skeleton key.

**Thinking Strategically: The
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Strategic Thinking is the art of outdoing an adversary, knowing that the adversary is trying to do the same to

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you. All of us must practise strategic thinking at work as well as in everyday life. As a business manager, political adviser, lawyer and in the day-to-day pursuits of life (such as buying a car) you will be trying to win the competition.

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A fascinating new book that can be read with real pleasure.... The problem is, of course, that if Dixit and Nalebuff can improve your strategic IQ, they can improve your competitor's as well. David Warsh - Washington Post. Thinking Strategically gives you the vital components for good and effective negotiating.

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Basic skills, such as shooting ability in basketball, knowledge of precedents in law, or a blank face in poker, are one kind; strategic thinking is another. Strategic thinking starts with your basic skills, and considers how best to use

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them. Knowing the law, you must decide the strategy for defending your client.

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A major bestseller in Japan, Financial Times Top Ten book of the year, Book-of-the-Month Club bestseller, and required reading at the best business schools,

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Thinking Strategically is a crash course in outmaneuvering any rival. This entertaining guide builds on scores of case studies taken from business, sports, the movies, politics, and gambling.

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The identification of your firm's strengths and weaknesses is an important task that needs to be accomplished before any competitive edge can be developed. Try to analyze these factors from outside sources since

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perception (how you are perceived by
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"Strategic thinking is the art of outdoing

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an adversary, knowing that the adversary is trying to do the same to you." So begins Dixit and Nalebuff's guide to gaining the competitive edge. They intend this book for "businessmen," politicians, football coaches and parents--anyone who contends with an adversary.

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