



Barry Nalebuff
Milton Steinbach Professor
of Management

135 Prospect Street
203.432.5968

barry.nalebuff@yale.edu
<http://mayet.som.yale.edu/coopetition>

Business Strategy
Decision Making
Game Theory
Negotiation
Voting
Incentives

Professor Nalebuff has written on a wide variety of subjects ranging from strategy to pricing, bidding to bargaining, and voting to incentives. He is an expert on game theory and has written extensively on its application for managers. Professor Nalebuff's current work on strategy focuses on the fundamental duality in business -- the conflict between cooperating to create a pie and competing to divide it up. The result is his book on business strategy, *Co-opetition*. Professor Nalebuff frequently writes op-ed articles for the country's major newspapers on subjects as diverse as credit cards, the term structure of debt, political strategy, the digital economy, and complementors.

Consultancies
Columbia Forest Products
Chicago Merc.
Eli Lilly
Motorola
Verastel
Warner-Lambert

Achievements and Honors
Mitsunynah Fellowship, University of Melbourne, 1988
Sloan Fellowship, 1989-1991
Bicentennial Preceptorship, Princeton University, 1989-1991
Junior Fellow, Society of Fellows, Harvard University, 1982-1985
Rhodes Scholar, Massachusetts and Nuffield College, 1980-1982

Directorships
Bear Stearns Financial Products
Honest Tea
Trader.com
Spillthedifference.com
Connecticut Citizenship Fund

Strategic Advisory Boards
Wonderfulbuys.com

Editorships
Associate Editor:
Journal of Conflict Resolution
Journal of Law, Economics, & Organization

Books
Co-opetition (with A. Brandenburger), Currency/Doubleday, 1996. Translations in French, Greek, German, Hebrew, Spanish, Portuguese, Italian, Swedish, Dutch, Chinese, Japanese, Korean, and Bahasa

Thinking Strategically: The Competitive Edge in Business, Politics and Everyday Life (with A. Dabit), W.W. Norton. Translations in Chinese, German, Spanish, Portuguese, Japanese, and Korean

Recent Articles
"An Introduction to Vote Counting Schemes" (with J. Levin), *Journal of Economic Perspectives*, Vol. 9, Winter 1995

"Competing Against Bundles", *James Mirrlees*

Festschrift, Oxford University Press, forthcoming

"The Right Game: Use Game Theory to Shape Strategy" (with A. Brandenburger), *Harvard Business Review*, 1995

Working Papers

"Bundling," 1999, available online at www.ssm.com

Education

D.Phil. Oxford University, 1982

M.Phil. Oxford University, 1981

S.B. Economics, Massachusetts Institute of Technology, 1980

S.B. Mathematics, Massachusetts Institute of Technology, 1980