



# Prof. Barry Nalebuff

Expert in Business Strategy



## CSA CELEBRITY SPEAKERS

Barry Nalebuff is the Milton Steinbach Professor of Management at Yale School of Management. He is an expert in business strategy, game theory, as well as many other topics. His yen for a lightly sweetened beverage led to his co-founding Honest Tea, a beverage filling the void between bottled water and sugary juices. He has written on a wide variety of subjects ranging from strategy to pricing, bidding to bargaining, and innovation to incentives.

**"There's nothing so practical as a good theory"**

### In detail

Prof. Nalebuff graduated in 1980 from MIT with degrees in economics and mathematics. He then earned his master's degree and doctorate in economics from Oxford University on a Rhodes scholarship. Prior to joining the faculty at Yale, he was a member of the Junior Society of Fellows at Harvard University and worked as an Assistant Professor at Princeton University.

### What he offers you

Prof. Nalebuff knows a successful strategy when he sees one and offers audiences a comprehensive guide to his ground-breaking work in game theory and strategy. He shows organisations how to change mind-sets and realise the value of collaborating and forming alliances with competitors.

### How he presents

A natural and passionate performer, Prof. Nalebuff is a lively, interactive and very humorous speaker. His inspirational work is now recognised by more and more organisations around the globe, as companies adopt his powerful systematic framework - to see new market opportunities from different perspectives.

### Topics

- Competitive Strategy
- How to Think Strategically
- Mergers and Collaboration
- Decision Making Process
- Using Game Theory in Management and Strategy
- Creative Problem Solving

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2008

The Art of Strategy: A Game Theorist's Guide to Success in Business and Life

#### 2003

Why Not? How to Use Everyday Ingenuity to Solve Problems Big and Small

#### 1997

Co-Opetition

#### 1993

Thinking Strategically