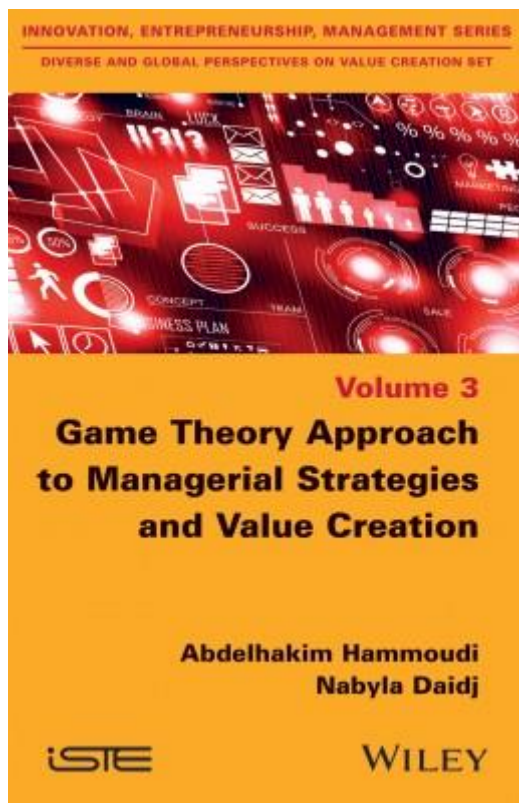


Game Theory Approach to Managerial Strategies and Value Creation

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ISBN : 9781848219731

Publication Date : **December 2017**

Hardcover **282 pp**

120.00 USD

Description

Starting from strategic management problems and the case studies of the managerial school of thought, this book presents an original analysis of these problems based on concepts of game theory. A conceptual and operational approach to the resolution of these concrete problems (food industry, media, automation, energy) is proposed. The formulation of concepts is pedagogical with a perspective of operational use.

The book covers both the predictive and decision-making aspects of game theory and the reflexive dimension of theory. Through the tools presented, it helps to fine-tune the strategic decision-making process and to understand how a business strategy takes shape in a context of interactions and competition in the markets. Also discussed is the relationship between the company and public authorities in the context of corporate social responsibility (CSR).

This book is aimed at managers, executives of private or public companies, workers in initial and/or continuing education, as well as business and engineering students.

About the authors

Abdelhakim Hammoudi has a PhD from the Ecole des Ponts et Chaussées (ParisTech, Paris) and is a researcher at the National Institute of Agronomic Research (Paris). He teaches in several universities and business schools in France and elsewhere. His current research focuses on industrial economics with applications to agri-food economics and strategic management.

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