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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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Princeton University,  
where he offered his  
popular freshman course in  
game theory. He is among  
the world's leading  
economists, having made  
fundamental contributions  
in several major fields as  
well as in game theory.

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requires founders and key  
team members to  
continually assess your  
business and your  
industry, and to apply new  
business insights. The  
goal is to use these  
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