**B8315 Game Theory and Business**
Prof. Alex Citanna
Spring 2023
**Readings and Cases**

R1
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R1.1 - Bitter Competition: The Holland Sweetener Co. vs. NutraSweet (A)
HBS 9-794-079

R1.2 - "Business as a War Game: A Report from the Battlefront"
Fortune, September 30, 1996 (Vol. 134 No. 6)

R2
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R2.1 - Politics of Tobacco Control: A History of the U.S. Tobacco Industry
Kellogg KEL062

R2.2 - "Mastering Strategy 3 - Game theory - how to make it pay"
Financial Times, October 13, 1999,

R3
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R3 - "Rock, Paper, Payoff: Child's Play Wins Auction House an Art Sale"
New York Times, April 29, 2005 (Links to an external site.)

R4
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R4 - "Keep Score: On the Spot From Soccer's Penalty Area"
New York Times, June 18, 2006

R5
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R5.1 - General Electric vs. Westinghouse in Large Turbine Generators (A)
HBS 9-380-128

R5.2 – “Measuring Market Inefficiencies in California’s Restructured
Wholesale Electricity Market,” by Severin Borenstein, James Bushnell and Frank Wolak

AER Vol. 92, pp. 1376 - 1405, 2002

R5.3 – “Rules.” Ch. 6 from “Co-opetition”, by Adam Brandenburger and Barry Nalebuff, New York, Currency Doubleday, 1998

R5.4 – “Most favored or too favored? Suits challenge MFN clauses used by Amazon and Valve,” by Michael Arin, American Bar Association Feb 24, 2021

R6
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R6 - "Mastering Strategy 5: When it can be good to burn your boats"
Financial Times, October 25, 1999

R7
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R7 - "Making game theory work for managers",
by Hagen Lindstadt & Jurgen Muller McKinsey Quarterly, January 2010

R8
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R8 - "Why We're So Nice: We're Wired to Cooperate", by Natalie Angier
New York Times, July 23, 2002 (Links to an external site.)

R9
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R9 - Tit for Tat Australian Broadcasting Company, by Chris Meredith The Slab

R10
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R10 - "Olympian Competition: Bidding for Olympic Television Rights", Stanford Business School Case #IB-50

R11
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R11 - "Winner's Curse: Loser Takes All", Columbia CaseWorks