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

R1   
===   
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   
===   
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   
===   
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   
===   
R4 - "Keep Score: On the Spot From Soccer's Penalty Area"   
New York Times, June 18, 2006   
  
  
R5   
===   
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   
===   
R6 - "Mastering Strategy 5: When it can be good to burn your boats"   
Financial Times, October 25, 1999   
  
R7   
===   
R7 - "Making game theory work for managers",   
by Hagen Lindstadt & Jurgen Muller McKinsey Quarterly, January 2010

R8   
===   
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   
===   
R9 - Tit for Tat Australian Broadcasting Company, by Chris Meredith The Slab   
  
R10   
===   
R10 - "Olympian Competition: Bidding for Olympic Television Rights", Stanford Business School Case #IB-50   
  
  
R11   
===   
R11 - "Winner's Curse: Loser Takes All", Columbia CaseWorks