

Barry Nalebuff

Barry Nalebuff, the Milton Steinbach Professor at Yale School of Management, is co-author with Adam Brandenburger of CO-OPETITION. His first book, THINKING STRATEGICALLY: The Competitive Edge in Business, Politics, and Everyday Life, written with Avinash Dixit, is a popular business school text. It has been translated into seven languages and was a bestseller in Japan. A consultant, as well as a scholar, Nalebuff applies Game Theory to his work with Fortune 500 clients and in antitrust litigation. He has advised American Express, Bell Atlantic, Citibank, Corning, General Re, Merck, and Procter & Gamble, among others. Nalebuff has worked with McKinsey & Co. to help bring game theory into their consulting practice and with the Federal Communications Commission in the design of the Personal Communication Spectrum Auction and then with the Bell Atlantic-Nynex-Airtouch-US West consortium as their bidding consultant. He serves as a director of Bear Stearns Financial Products and the Connecticut Citizenship Fund.

At Yale, Nalebuff teaches a wide variety of courses. At the management school, he teaches competitive (and cooperative) strategy, mergers and acquisitions, political-economic marketing and game theory and decision-making. He also teaches a course in negotiation strategy at Yale's law school and an undergraduate course on political theory in the Ethics, Politics, and Economics program. Prior to Yale, Nalebuff was an assistant professor at Princeton University (1985-89) and a junior fellow of the Society of Fellows at Harvard University (1982-85).

His interest in economics and game theory began with his undergraduate work at the Massachusetts Institute of Technology, where he graduated Phi Beta Kappa in 1980 with degrees in Economics and Mathematics. A Rhodes Scholarship took him to Oxford University where, two years later, he received a doctorate in economics and the George Webb Medley thesis prize.