

CONTENTS

Prologue 11

Introduction 13

Part One: The Game-Changer's Toolkit 25

CHAPTER 1 Commit 27

GAME-THEORY FOCUS 1: THE TIMING OF MOVES 46

CHAPTER 2 Invite Regulation 56

GAME-THEORY FOCUS 2: STRATEGIC EVOLUTION 68

CHAPTER 3 Merge or “Collude” 78

GAME-THEORY FOCUS 3: EQUILIBRIUM CONCEPTS 93

CHAPTER 4 Enable Retaliation 103

CHAPTER 5 Build Trust 115

CHAPTER 6 Leverage Relationships 128

SUMMARY How to Escape the Prisoners' Dilemma 145

Part Two: The Game-Changer Files 149

FILE 1	Price Comparison Sites	153
FILE 2	Cod Collapse	162
FILE 3	Real Estate Agency	169
FILE 4	Addicts in the Emergency Department	179
FILE 5	eBay Reputation	194
FILE 6	Antibiotic Resistance	211

Epilogue: The Triumph of Game-Awareness 235

Acknowledgments 239

Notes 245

Index 279