

Barry Nalebuff -- Biographical Summary

Barry Nalebuff is the Milton Steinbach Professor of Economics and Management at Yale School of Management. A graduate of MIT, a Rhodes Scholar and Junior Fellow at the Harvard Society of Fellows, Nalebuff earned his doctorate at Oxford University.

Nalebuff has written extensively on the application of game theory to business strategy. He is the co-author, with Avinash Dixit, of *Thinking Strategically: The Competitive Edge in Business, Politics, and Everyday Life*. The first popular book on Game Theory, *Thinking Strategically* is used at colleges and business schools worldwide, with over 250,000 copies in print and multiple translations.

Nalebuff's second book, co-authored with Adam Brandenburger, is *Co-opetition*. This book emphasizes the duality between cooperating to create value while competing to divide it up. His most recent book, with Ian Ayres, is *Why Not? How to Use Everyday Ingenuity to Solve Problems Big and Small*.

His current academic research focuses on bundling and tying. Nalebuff's article *Exclusionary Bundling* was awarded the 2006 Jerry S. Cohen Memorial Fund Writing Award. He filed an amicus brief in *Illinois Tool Works v. Independent Ink, Inc.* and was commissioned by the UK Department of Trade and Industry to prepare a monograph on Bundling and Tying effects. He has provided expert testimony and seminars on antitrust matters to Federal administrative agencies and courts in Australia and Europe.

In addition to his academic work, Nalebuff has extensive experience consulting with multinational firms. Professor Nalebuff is on the boards of Nationwide Insurance and Bear Stearns Financial Products, and is the chairman and co-founder of Honest Tea (one of *Inc. Magazine's* fastest growing companies in America).