

# Contents

<i>List of Figures</i>	<i>ix</i>
<i>List of Tables</i>	<i>xi</i>
<i>Preface</i>	<i>xiii</i>
<i>Acknowledgements</i>	<i>xix</i>
1. Strategic Reasoning	1
2. Game Embedded Strategy	25
3. Baumol Hypothesis	39
4. Marris Hypothesis	51
5. Cost Technology	69
6. Limit Pricing and Vertical Blending	81
7. Dark Strategy	97
8. The Nash Trap	119
9. Market-as-a-Game	133
10. Boolean Competition	163

Appendix: Critical Timelines of Real-World Companies	183
<i>Bibliography</i>	201
<i>Index</i>	207