



Una práctica teoría de juegos: Estrategias para cooperar y competir (Spanish Edition)

Marcos Singer

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La teoría de juegos es la disciplina científica que enseña cómo los individuos y organizaciones deben enfrentar estos dilemas estratégicos. Usando el equilibrio de Nash y otros conceptos, explica cómo afectan en la decisión los incentivos, la incertidumbre y la disponibilidad de información. Por ello, la teoría de juegos ha servido como base de estudio para la negociación y el conflicto, las relaciones contractuales, las subastas y otras transacciones, las decisiones colectivas, y muchos otros fenómenos económicos y sociales. Este texto muestra cómo aplicar la teoría de juegos para resolver dilemas de negocios, políticos, e incluso de la vida diaria. Para ello se apoya en casos de empresas, en momentos de la historia universal, en la trama de películas y en pasajes de la Biblia. Cada ejemplo enseña que cuando el protagonista entiende su escenario estratégico, es capaz de anticipar los posibles desenlaces, con lo cual puede tomar mejores decisiones

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