



# Analyzing Strategic Behavior in Business and Economics: A Game Theory Primer

*Thomas J. Webster*

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# Analyzing Strategic Behavior in Business and Economics: A Game Theory Primer

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This innovative textbook is a concise and axiomatic introduction to the principles of game theory-the formal study of move and countermove. Undergraduate business and economics students with a background in the principles of microeconomics and college mathematics will find the material presented in this textbook focused, comprehensive, and accessible.



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