



Game Theory Bargaining and Auction Strategies: Practical Examples from Internet Auctions to Investment Banking

By Gregor Berz

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This text bridges the gulf between theoretical economic principles of negotiation and auction theory and their multifaceted applications in actual practice. It is intended to be a supplement to the already existing literature, as a comprehensive collection of reports detailing experiences and results of very different negotiations and auctions.

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Editorial Review

About the Author

Gregor Berz holds a Ph.D. in algebraic number theory and has been a business consultant with stations at Arthur Andersen, Arthur D. Little and BBDO since 1998. In 2007, he founded IFAMD GmbH (Institute for Applied Mechanism Design), which offers consulting services around preparation and execution of auctions and other price negotiation mechanisms.

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