

BARRY NALEBUFF  
*Curriculum Vitae*

Yale School of Management  
PO Box 208200  
New Haven, CT 06520-8200  
(203) 432-5968  
barry.nalebuff@yale.edu

421 Humphrey St  
New Haven, CT 06511  
(203) 562-5200; (203) 562-5201 (fax)  
(203) 887-8600 (mobile)

PERSONAL

Born July 11, 1958, married, two children, USA citizen.

EDUCATION

S.B. Economics, Massachusetts Institute of Technology, 1980  
S.B. Mathematics, Massachusetts Institute of Technology, 1980  
M. Phil. Economics, Nuffield College, Oxford University, 1981  
D. Phil. Economics, Nuffield College, Oxford University, 1982

DISSERTATION

“Prizes and Incentives,” Supervisor: Professor James Mirrlees  
Awarded George Webb-Medley Thesis Prize, 1981

HONORS AND AWARDS

Phi Beta Kappa, Massachusetts Institute of Technology, 1980  
Rhodes Scholar, Massachusetts and Nuffield College, 1980–82  
Junior Fellow, Society of Fellows, Harvard University, 1982–85  
Bicentennial Preceptorship, Princeton University, 1988–89  
Sloan Fellowship, 1989–91  
Miegunyah Fellowship, University of Melbourne, 1998  
Jerry S. Cohen Memorial Fund Writing Award (for “Exclusionary Bundling” article), 2005  
Bernstein Fabozzi/Jacobs Levy award for Outstanding Article in *Journal of Portfolio Management*, 2014

ACADEMIC POSITIONS

Milton Steinbach Professor of Management, SOM, Yale University, 1995–present  
Professor of Economics and Management, SOM, Yale University, 1989–1995  
Assistant Professor of Economics, Princeton University, 1985–89  
Junior Fellow, Society of Fellows, Harvard University, 1982–85

DIRECTORSHIPS

Nationwide Mutual (2005–ongoing)  
Non-profit: Chief Executive Leadership Institute (2000–ongoing)  
Honest Tea (Chairman and Cofounder) (1998–2011)

EDITORIAL POSITIONS

*World Politics*, Associate Editor, 1987–89  
*Journal Economic Perspectives*, Associate Editor, 1989–1996  
*Journal of Law, Economics, and Organization*, Associate Editor, 1989–present  
*Journal of Conflict Resolution*, Associate Editor, 1989–2001

TEACHING

Competitive and Cooperative Strategies  
Negotiation  
Decision Analysis and Game Theory  
Problem Solving  
Innovation  
Game Theory (undergraduate)

PUBLICATIONS (BOOKS)

*Mission in a Bottle: The Honest Guide to Doing Business Differently—and Succeeding*, New York: Random House, 2013 (with Seth Goldman). Translations in Japanese and Korean. See [www.missioninabottle.net](http://www.missioninabottle.net).

*Lifecycle Investing: A New, Safe, and Audacious Way to Improve The Performance of Your Retirement Portfolio*, New York: Basic, 2010 (with Ian Ayres). See [www.lifecycleinvesting.net](http://www.lifecycleinvesting.net).

*The Art of Strategy: A Game Theorist's Guide to Success in Business and Life*, New York: W.W. Norton, 2008 (with Avinash Dixit). Translations in Chinese, Italian and Korean. See [www.artofstrategy.net](http://www.artofstrategy.net).

*Economics for an Imperfect World: Essays in Honor of Joseph Stiglitz*, Richard Arnott, Bruce Greenwald, Ravi Kanbur, Barry Nalebuff (eds.), Cambridge, MA: MIT Press, 2003.

*Why Not? How to Use Everyday Ingenuity to Solve Problems Big and Small*, Cambridge, MA: Harvard Business School Press, 2003 (with Ian Ayres). Translations in Bulgarian, Chinese, Estonian, Japanese, Korean, Portuguese, Russian, Spanish, Thai, and Vietnamese. See [www.whynot.net](http://www.whynot.net).

*Book Excerpt: Ideas Waiting to Happen*, *Forbes* 127 (Oct. 27 2003)

*Book Excerpt: A Role on the Board for the Loyal Opposition*, *Directors & Boards* 32 (Fall 2003).

*Book Excerpt: Problem Solving: What Would Croesus Do?*, *Darwin* (Nov. 2003).

*Co-opetition*, New York: Currency/Doubleday, 1996 (with Adam Brandenburger). Translations in Bahasa, Chinese, Dutch, French, German, Greek, Hebrew, Italian, Japanese, Korean, Portuguese, Spanish, Swedish, Turkish, and Vietnamese. See <http://mayet.som.yale.edu/coopetition>

*Thinking Strategically: A Competitive Edge in Business, Politics, and Everyday Life*, New York: W.W. Norton, 1991 (with Avinash Dixit). Translations in Chinese, German, Hebrew, Italian, Japanese, Korean, Portuguese, Spanish, Turkish, and Vietnamese.

PUBLICATIONS (ARTICLES)

“The Rule of Probabilities,” *Stanford Law Review*, forthcoming (with Ian Ayres).

“Diversification Across Time,” *Journal of Portfolio Management*, Winter 2013 (with Ian Ayres).

Price Discrimination and Welfare,” *Competition Policy International* 5, no. 2 (2009): 221–241.

“Home Equity Insurance: A Pilot Project,” in *Housing Markets and the Economy: Risk, Regulation, and Policy*, edited by E. Glaeser and J. Quigley, 39–82. Cambridge, MA: Lincoln Institute of Land Policy, 2009 (with Andrew Caplin, et al.)

“Unfit to Be Tied: An Analysis of *Trident v. Independent Ink* (2006),” in *The Antitrust Revolution*, 5<sup>th</sup> edition, edited by J. Kwoka and L. White, 365–88. New York: Oxford University Press, 2009.

“Bundling and Antitrust,” in *Issues in Competition Policy and Law*, edited by D. Collins, 1881–1910. Washington, DC: ABA Section of Antitrust Law, 2008.

“Bundling and Tying,” in *The New Palgrave Dictionary of Economics*, 2<sup>nd</sup> edition, edited by S. Durlauf and L. Blume. New York: Palgrave Macmillan, 2008.

Supreme Court Amici Curiae in support of Independent Ink, Inc. in *Illinois Tool Works, Inc. v. Independent Ink, Inc.*, 2005 (with Ian Ayres and Lawrence Sullivan).

“Exclusionary Bundling,” *The Antitrust Bulletin* 50, no. 3 (2005): 321–370.

“Going Soft on Microsoft? The EU's Antitrust Case and Remedy,” *The Economists' Voice* 2, no. 2 (2005): Article 4.

“Tried and True Exclusion,” *Competition Policy International* 1, no. 1 (2005): 41–53.

“Encouraging Suggestive Behavior,” *Harvard Business Review*, December 2004 (with Ian Ayres).

“Product Bundling in Communications Markets,” a discussion with M. Del Blanco, R. Zastrow, and M. Lawrence-Apfelbaum. *The Antitrust Source*, November 2004.

“Negotiating the Deal” (with F. George Davitt) in *Selling Your Business: The Transition from Entrepreneur to Investor*, edited by L. Crosier, 55–80. Hoboken, NJ: Wiley, 2004.

“Principled Problem Solving: Letting Constraints Filter and Guide Your Thinking Can Often Be the Best Way to Reach Truly Creative Solutions,” *Scientific American Mind* 96 (2004) (with Ian Ayres).

- “Verifying the Solution from a Nonlinear Solver: A Case Study: Comment,” *American Economic Review* 94, no. 1 (2004): 382–90 (with Roni Shachar).
- “Bundling as an Entry Barrier,” *Quarterly Journal of Economics* 119, no. 1 (2004): 159–188.
- “In Praise of Honest Pricing,” *MIT Sloan Management Review* 45, no. 1 (2003): 24 (with Ian Ayres).
- “Bundling, Tying, and Portfolio Effects – Conceptual Issues,” DTI Economics Paper No. 1, 2003. Available at [www.dti.gov.uk/ccp/topics2/pdf2/bundle1.pdf](http://www.dti.gov.uk/ccp/topics2/pdf2/bundle1.pdf).
- “Bundling, Tying, and Portfolio Effects – Case Studies Issues,” DTI Economics Paper No. 1, 2003. Available at [www.dti.gov.uk/ccp/topics2/pdf2/bundle2.pdf](http://www.dti.gov.uk/ccp/topics2/pdf2/bundle2.pdf).
- “Bundling: GE-Honeywell (2001),” in *The Antitrust Revolution*, 4<sup>th</sup> edition, edited by J. Kwoka and L. White, 388–412. New York: Oxford University Press, 2004. Also in 5<sup>th</sup> edition, 2009, 416–440.
- “The Strategy of Bundling” in *The Many Facets of Leadership*, edited by M. Goldsmith, 293–301. New York: FT Prentice Hall, 2003.
- “Thin Kin Gout, Oft’ He Box” (with Ian Ayres) in *Leading Authorities on Business: Winning Strategies from the Greatest Minds*, edited by M. Goldsmith and J. Belasco, 195–201. Washington, DC: Leading Authorities Press, 2002.
- “Competing Against Bundles,” in *Incentives, Organization, and Public Economics*, edited by P. Hammond and G. Myles. Oxford: Oxford University Press, 2000.
- “Follow the Leader: A Pivotal Voter Theory,” *American Economic Review* 89, no. 3 (1999): 525–547 (with Ron Shachar).
- “The Prisoners' Dilemma,” in *The New Palgrave Dictionary of Economics and the Law*, edited by P. Newman. New York: St Martin's Press, 2001.
- “Comment on ‘Incentive Reforms in Developing Country Bureaucracies: Lessons from Tax Administration,’ by Dilip Mookherjee,” in *Annual World Bank Conference on Development Economics 1997*, edited by B. Pleskovic and J. Stiglitz, 126–131. The World Bank, 1998.
- “Common Knowledge as a Barrier to Negotiation,” *UCLA Law Review*, August 1997, 1631–59 (with Ian Ayres).
- “Competition Among Institutions,” *Journal of Economic Theory* 72, no. 1 (1997): 306–342 (with Andrew Caplin).
- “On a Clear Day You Can See the Coase Theorem,” in *The Environment and Emerging Development Issues*, Vol. 1, edited by P. Dasgupta and K. Mäler, 35–47. Oxford: Oxford University Press, 1997.
- “Inside Intel,” *Harvard Business Review*, November–December 1996, 168–175 (with Adam Brandenburger).

- “The Rationally Shrinking Union,” *Economics and Politics* 8, no. 1 (1996): 51–60 (with Richard Sansing).
- “The Right Game: Use Game Theory to Shape Strategy,” *Harvard Business Review* 73, no. 4 (1995): 57–71 (with Adam Brandenburger). Reprinted in *Seeing Differently: Insights on Innovation*, edited by J. S. Brown. Cambridge, MA: Harvard Business School Press, 1997.
- “An Introduction to Vote Counting Schemes,” *Journal of Economic Perspectives* 9, no. 1 (1995): 3–26 (with Jonathan Levin). Reprinted in *Readings in Microeconomic Theory*, edited by M La Manna. London: The Dryden Press, 1997.
- “Game Theory” (with A. Dixit), and “Prisoners' Dilemma” (with A. Dixit), in *Fortune Encyclopedia of Economics*, edited by D. Henderson. New York: Warner Books, 1993.
- “To the Raider Goes the Surplus? A Reexamination of the Free-Rider Problem,” *Journal of Economics and Management Strategy* 1, no.1 (1992): 37–62 (with Bengt Holmstrom).
- “Individuals and Institutions,” *American Economic Review* 82, no. 2 (1992): 317–22 (with Andrew Caplin).
- “Conservatism and Auditor-Client Negotiations,” *Journal of Accounting Research* 29, Supplement (1991): 31–54 (with Rick Antle).
- “Making Strategies Credible” (with A. Dixit) in *Strategic Reflections on Human Behavior*, edited by R. Zeckhauser, 161–184. Cambridge, MA: MIT Press, 1991.
- “Rational Deterrence in an Imperfect World,” *World Politics* 43, no. 2 (1991): 313–335.
- “Aggregation and Imperfect Competition: On the Existence of Equilibrium,” *Econometrica* 59, no. 1 (1991): 25–60 (with Andrew Caplin).
- “Aggregation and Social Choice: A Mean Voter Theorem,” *Econometrica* 59, no. 1 (1991): 1–24 (with Andrew Caplin).
- “The Commitment to Seniority in Self-Governing Groups,” *Journal of Law, Economics, and Organization* 6, Special Issue (1990): 45–72 (with Kenneth Shepsle).
- “Excess Capacity, Efficiency, and Industrial Policy,” in *Managing Excess Capacity*, edited by C. Baden-Fuller, 45–58. London: Basil Blackwell, 1990 (with Pankaj Ghemawat).
- “The Devolution of Declining Industries,” *Quarterly Journal of Economics* 105, no. 1 (1990): 167–186 (with Pankaj Ghemawat).
- “Minimal Nuclear Deterrence,” *Journal of Conflict Resolution* 32, no. 3 (1988): 411–425.
- “Issues in the Appraisal of Energy Projects for Oil-Importing Developing Countries,” *Oxford Economic Papers* 39 (1987): 190–122 (with Sudhir Anand). Reprinted in *Prices, Quantities, and Expectations*, edited by P.J.N. Sinclair. Oxford: Oxford University Press, 1987.

- “On 64%-Majority Rule,” *Econometrica* 56, no. 4 (1988): 787–815, (with Andrew Caplin).
- “Credible Pre-Trial Negotiation,” *Rand Journal of Economics* 18, no. 2 (1987): 198–210.
- “Multi-Dimensional Product Differentiation and Price Competition,” *Oxford Economic Papers* 38, Supplement, (1986): 129–146 (with Andrew Caplin). Reprinted in *Strategic Behaviour and Industrial Competition*, edited by D. Morris. Oxford: Oxford University Press, 1986.
- “Brinkmanship and Nuclear Deterrence: The Neutrality of Escalation,” *Conflict Management and Peace Science* 9, no. 2 (1986): 19–30.
- “Self-Selection and Testing,” *Review of Economic Studies* 54, no. 2 (1987): 265–279 (with David Scharfstein).
- “Pensions and the Retirement Decision” (with Richard Zeckhauser) in *Pensions, Labor, and Individual Choice*, edited by D. Wise, 283–316. Chicago: University of Chicago, 1985.
- “Exit,” *Rand Journal of Economics* 16, no. 2 (1985): 184–194 (with Pankaj Ghemawat).
- “Asymmetric Equilibria in the War of Attrition,” *Journal of Theoretical Biology* 113 (1985): 517–527 (with John Riley).
- “Dragon Slaying and Ballroom Dancing: The Private Supply of a Public Good,” *Journal of Public Economics* 25 (1984): 1–12 (with Christopher Bliss).
- “Some Aspects of Risk Sharing in Non-Classical Environments” (with Hal Varian) in *Social Insurance*, edited by L. Soderstrom, 1–19. Amsterdam: North-Holland, 1983.
- “Prizes and Incentives: Towards a General Theory of Compensation and Competition,” *Bell Journal of Economics* 14, no. 1 (1983): 21–43 (with Joseph Stiglitz).
- “Information, Competition, and Markets,” *American Economic Review* 73, no. 2 (1983): 278–283 (with Joseph Stiglitz).

#### POPULAR PRESS

Forbes columnist (with Ian Ayres): [http://www.whynot.net/main/op\\_ed.html](http://www.whynot.net/main/op_ed.html)

*Insurance You Want to Collect* (May 10, 2010)  
*Winning the Audit Lottery* (November 30, 2009)  
*A Market Test for Credit Cards* (July 13, 2009)  
*A Voluntary Gas Tax* (March 16, 2009)  
*Your Personal Climate Exchange* (November 24, 2008)  
*Sell The Conventions* (October 13, 2008)  
*An Equity Kicker* (May 19, 2008)  
*The New Green* (January 7, 2008)  
*Experiment* (September 3, 2007)  
*Cupid and Colleges* (May 21, 2007)  
*For the Love of the Game* (March 12, 2007)

*Environmental Atonement* (December 25, 2006)  
*Skin in the Game* (November 13, 2006)  
*Easy Savings* (September 4, 2006)  
*The Ticket to Savings* (May 22, 2006)  
*When the Blind See Better* (February 13, 2006)  
*Mortgage Your Retirement* (November 14, 2005)  
*Promises to Keep* 78 (July 4, 2005)  
*Peer Pressure* 135 (April 11, 2005)  
*Stop Thief* 88 (Jan. 10, 2005)  
*Race, Tips and Economics* 136 (Nov. 1, 2004)  
*Throwaway Tickets* 52 (August 18, 2004)  
*Dialing for Thieves* 76 (April 19, 2004)  
*Don't Sell Us Short* 57 (Feb. 2, 2004)  
*It Beats a CD* 160 (Dec. 8, 2003)  
*Blackbox for Cars* 83 (August 11, 2003)  
*An Educated Consumer* 95 (June 09, 2003)  
*Make Car Insurance Fairer* 154 (March 17, 2003)  
*The Virtues of a Virtual Strike* 128 (Oct. 25, 2002)  
*Price-Protect Your Home* 101 (Sept 16, 2002)  
*Opt-Out Advertising* 164 (June 20, 2002)  
*A Community of Ideas* 173 (May 9, 2002)  
*If Telemarketers Paid For Your Time* 225 (April 15, 2002)

Marketplace commentator (with Ian Ayres): <http://www.whynot.net/main/audio.php>

*Home Equity Insurance* (April 16, 2009)  
*Better Benchmarking* (June 21, 2005)  
*Cable Bundling* (Nov. 19, 2004)  
*Cellphone Sleuth* (Aug. 20, 2004)  
*A Donation Booth?* (June 23, 2004)  
*Say Goodbye to TIVO* (June 9, 2004)  
*Getting Iraq to Undermine OPEC* (April 6, 2004)  
*Benefits of Non-Transparency* (Feb. 23, 2004)  
*Who's Right?* (Nov. 10, 2003)  
*Blackboxes For Cars* (Sept. 16, 2003)  
*Sarbanes/Oxley's First Birthday* (July 30, 2003)  
*Pay Per Mile Auto Insurance* (Feb. 25, 2003)  
*Spoiling Spam* (Dec.24, 2002)  
*Virtual Strikes* (Oct. 4, 2002)  
*Disclosing Hidden Fees to Consumers* (Aug. 28, 2002)  
*An Alternative to Expensing Stock Options* (July 24, 2002)

WSHU "Better Biz" 5-part series on CT businesses: <http://www.wshu.org/news/betterbiz.php>

#### OTHER PUBLICATIONS

"Economic Puzzles #1–11," *Journal of Economic Perspectives*, 1987–1990.

"The Sophisticates Abroad," *Journal of Political Economy* 94, no. 6 (1986): back cover.

#### WORKING PAPERS

- “Competing Complements” (with Ramon Casadesus-Masanell and David Yoffie), NET Institute Working Paper No. 07-44, <http://ssrn.com/abstract=1032461>.
- “One-Way Essential Complements” (with Keith Chen), Cowles Foundation Discussion Paper No. 1588; Yale Economic Applications and Policy Discussion Paper No. 22. Available at SSRN: <http://ssrn.com/abstract=937384>.
- “Bundling as a Way to Leverage Monopoly,” Yale SOM Working Paper No. ES-36, <http://ssrn.com/abstract=586648>.
- “Equilibrium Unemployment as a Worker Screening Device” (with Andrés Rodríguez and Joseph Stiglitz), NBER Discussion paper #4357.
- “On a Fundamental Conflict Between Equity and Efficiency” (with John Geanakoplos), Princeton University Discussion paper #137.
- “Revenge and Rational Play” (with Martin Shubik), Princeton University Discussion paper #138.
- “Prices and Qualities” (with Joseph Stiglitz), Princeton University Econometric Research program Discussion paper #297.
- “The Ambiguous Antitrust Implications of Information Sharing” (with Richard Zeckhauser), Princeton University Discussion paper #106 (with Richard Zeckhauser).

#### WORK IN PROGRESS

- “Trial By Mathematics: An Appeal to Bayes’ Rule,” (with Craig Tovey)
- “Mr. Prude, Mr. Lewd and the Paretian Liberal,” (with Amartya Sen).

#### REFEREE OF ARTICLES

*American Economic Review, Econometrica, Economica, Economics and Politics, Journal of Economics and Business, Journal of Economic Theory, Journal of Law, Economics, and Organization, Journal of Political Economy, National Science Foundation, Oxford Economic Papers, Quarterly Journal of Economics, Rand Journal of Economics, Review of Economic Studies, Review of Economics and Statistics.*

#### YALE COMMITTEES

YLS-SOM Joint JD-MBA Committee, SOM Finance committee; SOM Silver Scholar Selection Committee; Chief Executive Leadership Institute board; Yale Information Technology Committee. Yale Business Transformation Committee. Previous member SOM Appointments Committee (1990–2003) and Yale University Budget Committee (1995–2000).