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Titolo	Game Theory - Successful Negotiation in Purchasing : Requirements, Incentives and Award / / by Christoph Pfeiffer
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Descrizione fisica	1 online resource (VIII, 136 p. 79 illus. in color.)
Disciplina	519.3
Soggetti	Production management Industrial procurement Business logistics Operations Management Procurement Logistics
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Basic concepts of game theory -- Examples of applied game theory -- Purchasing negotiations -- Data-based identification of collaborations between suppliers -- Application and limitations of game-theoretic procurement optimization. .
Sommario/riassunto	Applied game theory in procurement has become an essential tool in many companies for systematically achieving successful negotiations. Reverse auctions are a central building block of game-theoretically optimized negotiations. A foundational knowledge of auctions and game theory has thus become vital for procurement professionals. This book clearly describes many helpful methods and their application in practice. Procurement projects with a high volume, which are interesting for suppliers and whose performance can be well specified, are particularly suitable for using game theory in purchasing. The author also shows how cartels or restrained competition between suppliers can be identified using a purely data-based method. Every purchase involves a sale. The book is, therefore, not only aimed at buyers. Auctions in procurement and the underlying game-theoretic

principles also play an equally significant role for salespeople. Content  
Concepts of game theory Examples of applied game theory Purchasing  
negotiations Data-based identification of cooperation between  
suppliers Application and limits of game-theoretical procurement  
optimization The Author Dr. Christoph Pfeiffer is a consultant and  
managing partner of Competitio Consulting, a management  
consultancy specializing in the systematic optimization of negotiations.  
The translation was done with the help of artificial intelligence. A  
subsequent human revision was done primarily in terms of content.

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