



FIBER OPTICS INDUSTRY: REFLECTIONS ON GAME THEORY

SECTIONs B & C

RC STRATEGY

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Fiber Optics: Reflections

Game theory is a systematic way to understand and influence competitive interactions

1. Understand what is the game and who are the players
2. Estimate payoffs to each player in each scenario
3. Leverage your understanding of your rivals to predict their actions
4. Plan your own action, taking into account your prediction of the rivals' actions (and reactions)
5. Consider sensitivity to assumptions and each player's beliefs
6. You can engage in strategic communication
But talk is cheap
To be credible, strategic communication must be visible, clear (understandable), and irreversible (hard to back off from)
7. Can you change the game (players, actions, payoffs) to your advantage?