

# The Strategist 1

Adam Brandenburger

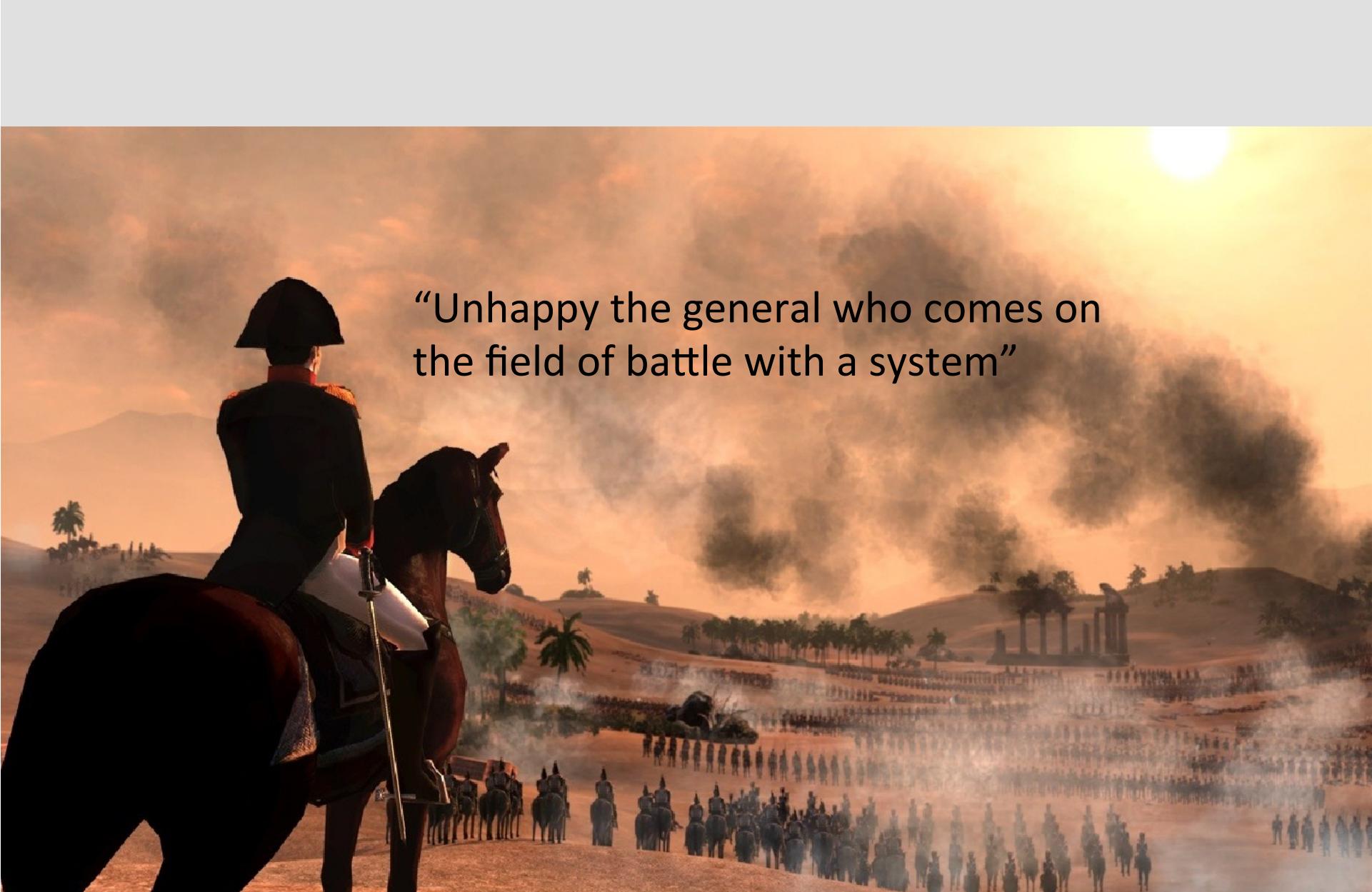
J.P. Valles Professor, NYU Stern School of Business

Distinguished Professor, NYU Tandon School of Engineering

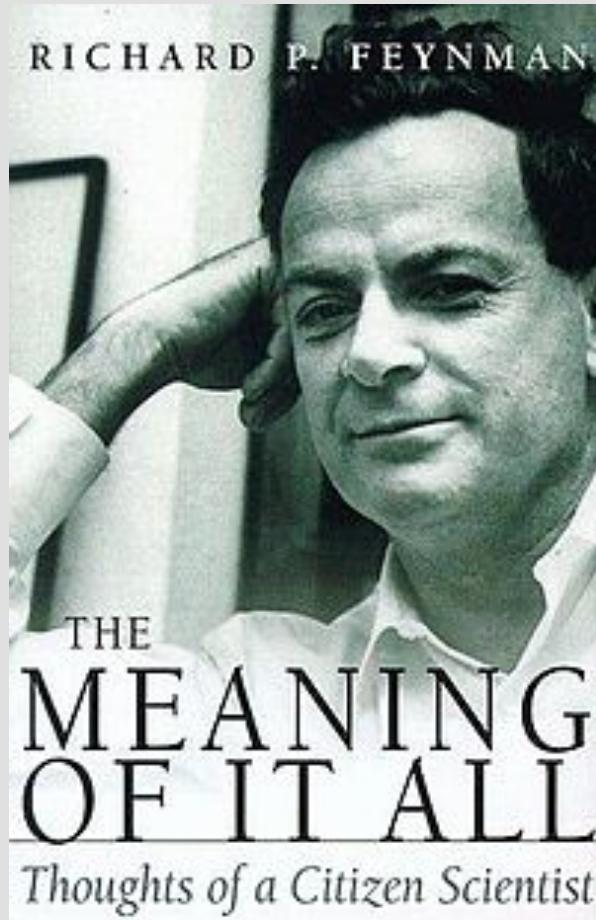
Faculty Director, NYU Shanghai Program on Creativity + Innovation

New York University

# A point of view

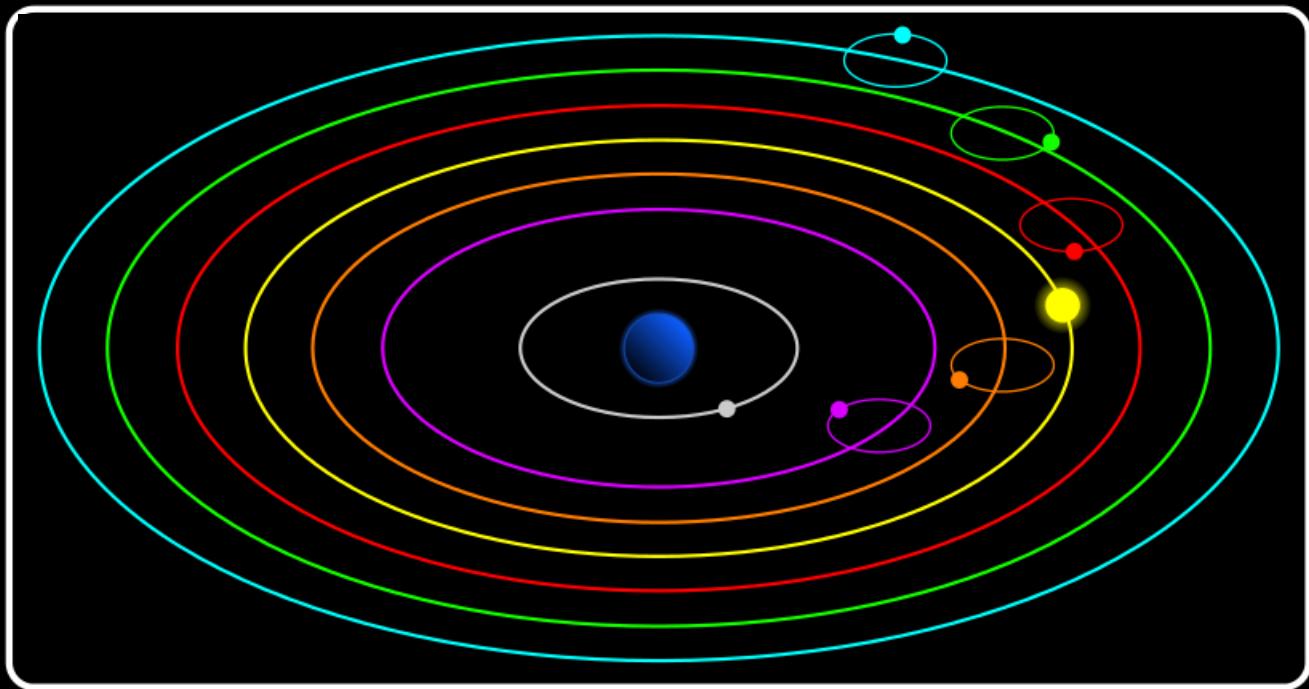


“Unhappy the general who comes on  
the field of battle with a system”

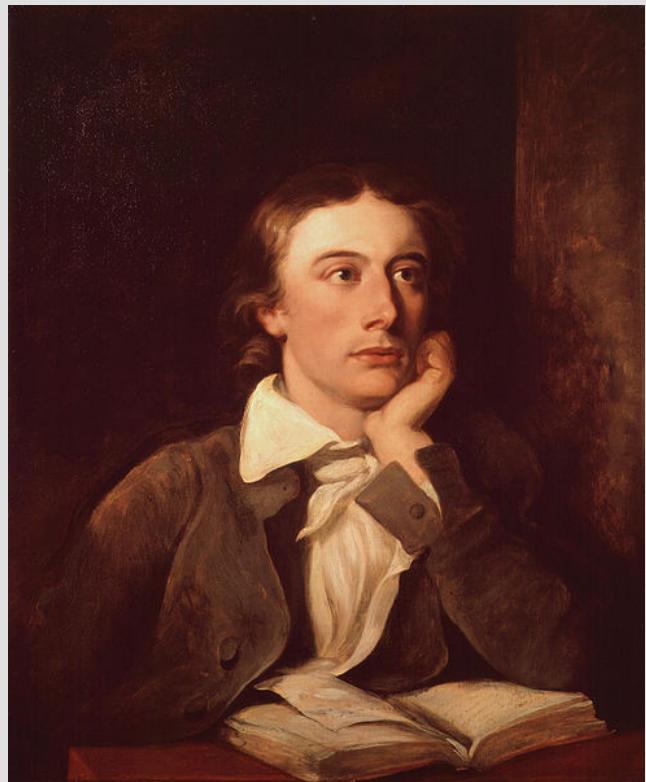


Q: What does Richard Feynman say is the mindset of the scientist?

Earth  
Moon  
Mercury  
Venus  
Sun  
Mars  
Jupiter  
Saturn

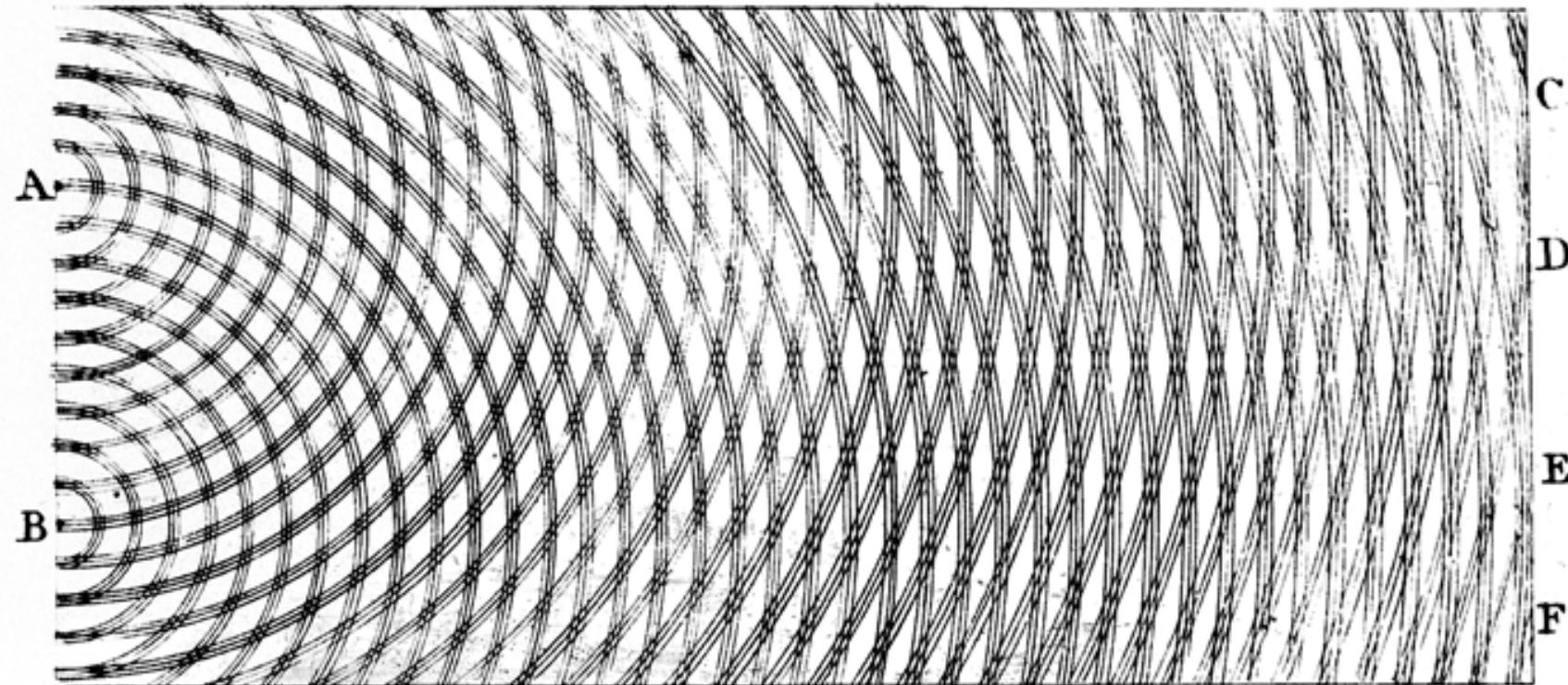


"Geoz wb en" by Original image by  
Niko LangSVG version by  
User:Booyabazooka - Own work.  
Licensed under CC BY-SA 2.5 via  
Wikimedia Commons - [http://commons.wikimedia.org/wiki/File:Geoz\\_wb\\_en.svg#mediaviewer/File:Geoz\\_wb\\_en.svg](http://commons.wikimedia.org/wiki/File:Geoz_wb_en.svg#mediaviewer/File:Geoz_wb_en.svg)



“[I]t struck me what quality went to form a [person] of Achievement, especially in Literature, and which Shakespeare possessed so enormously --- I mean Negative Capability, that is, when a [person] is capable of being in uncertainties, mysteries, doubts, without any irritable reaching after fact and reason.”

-- John Keats, English Romantic poet,  
1795-1821



## **du·al·i·ty**

/d(y)oō'älədē/

*noun*

noun: **duality**; plural noun: **dualities**

1. the quality or condition of being dual.

“the novel’s deep duality about human motive”

- MATHEMATICS  
the property of two theorems, expressions, etc., being dual to each other.
- PHYSICS  
the quantum-mechanical property of being regardable as both a wave and particle.

2. an instance of opposition or contrast between two concepts or two aspects of something; a dualism.

“the photographs capitalize on the dualities of light and dark, stillness and movement”

The Prisoner's Dilemma ... or Another Game

Competition ... or Cooperation

The Bigger Picture ... or the Smaller Picture

Trade-off ... or Trade-on

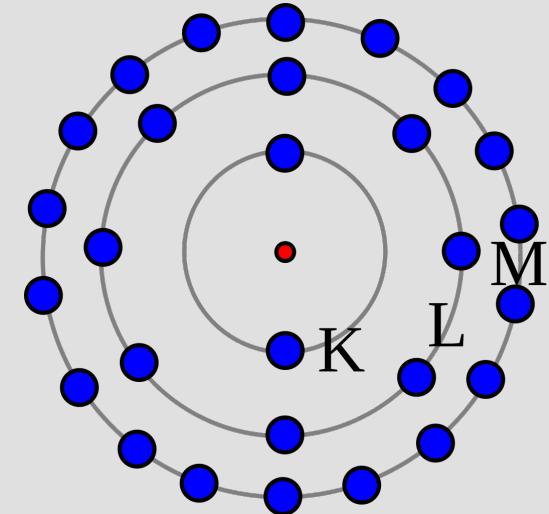
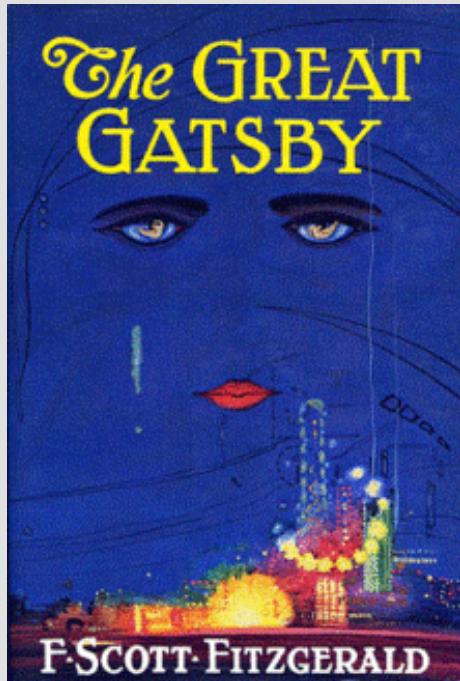
My Mind ... or Your Mind

The Normal Distribution ... or Another Distribution

Weakness ... or Strength

“The opposite of a shallow truth is false. The opposite of a deep truth is also true.”

-- Niels Bohr



“The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time and still retain the ability to function.”

-- F. Scott Fitzgerald



12/16/15 21:50

11



12/16/15 21:50

<http://www.shutterstock.com/pic-183071219/stock-photo-vintage-black-chess-set-in-red-and-blue-lighting.html?src=qtQy4h5OhgwkTyEHXLJ5nA-1-2>

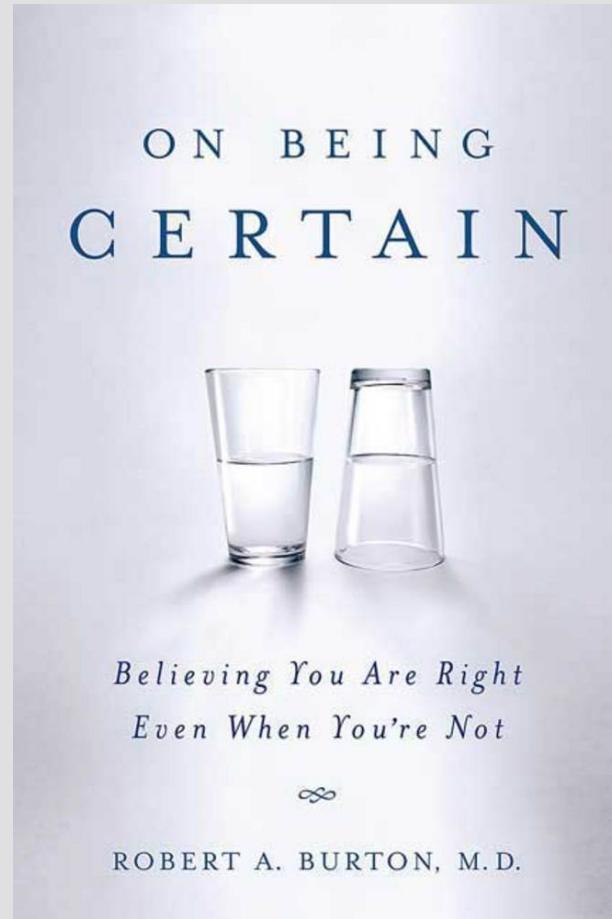
12



## Survival of the Fittest?

“There can be no doubt that the tribe including many members who are always ready to give aid to each other, and to sacrifice themselves for the common good, would be victorious over other tribes. And this would be natural selection.”

-- Charles Darwin



Q: What does Robert Burton mean by a “feeling of knowing”? What reason does he give for the existence of this feeling and what dangers does he associate with it?



“Cassandra1” by Evelyn De Morgan - Flickr. Licensed under Public Domain via Wikimedia Commons - <http://commons.wikimedia.org/wiki/File:Cassandra1.jpeg#mediaviewer/File:Cassandra1.jpeg>

12/16/15 21:50

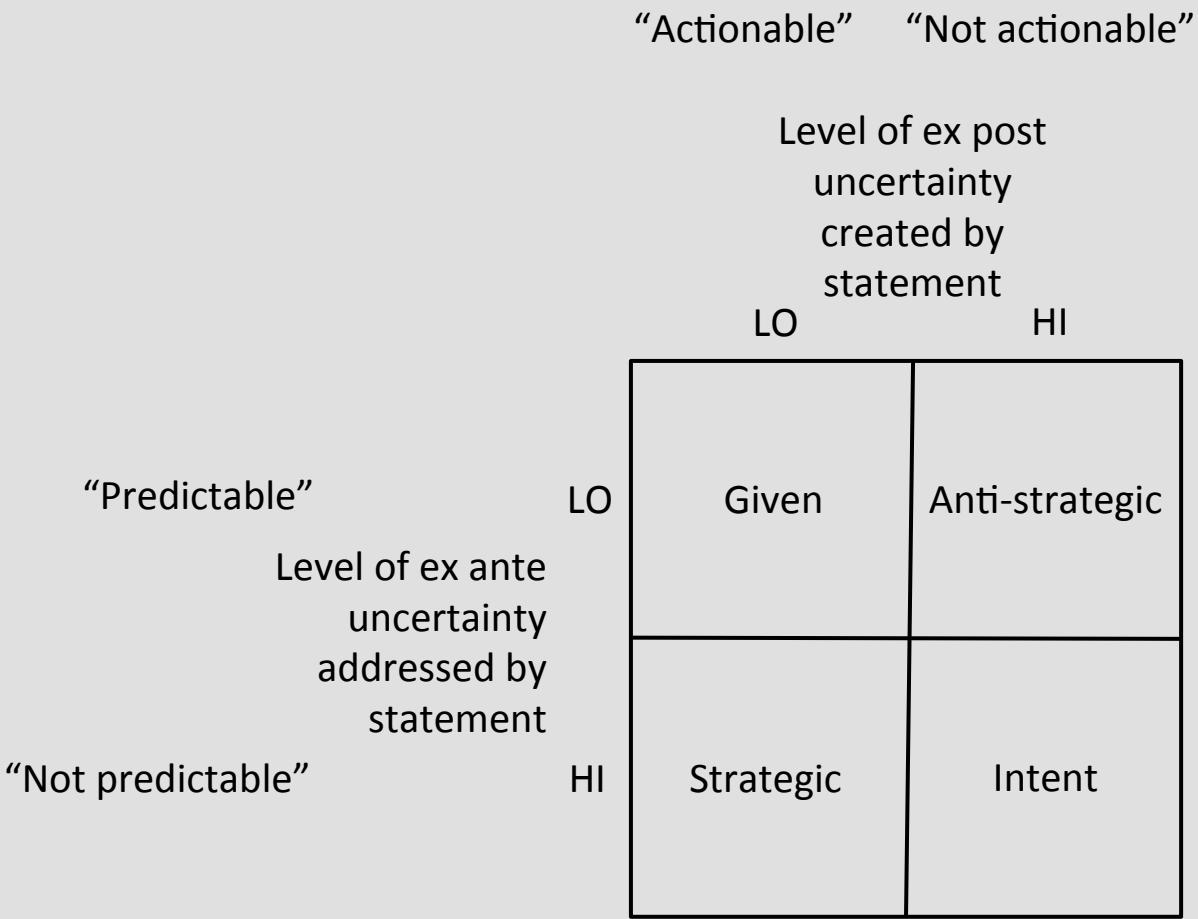
16

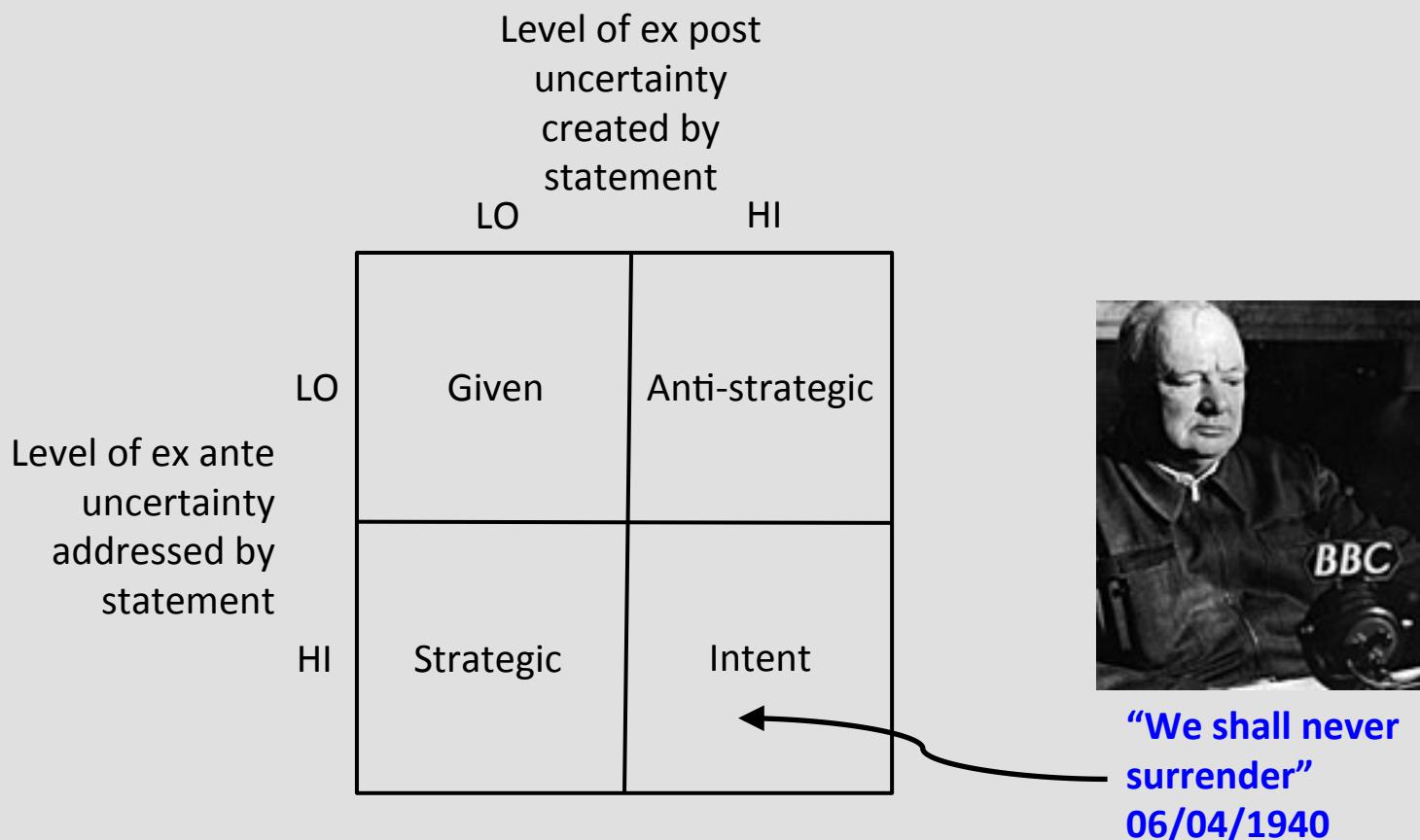


12/16/15 21:50

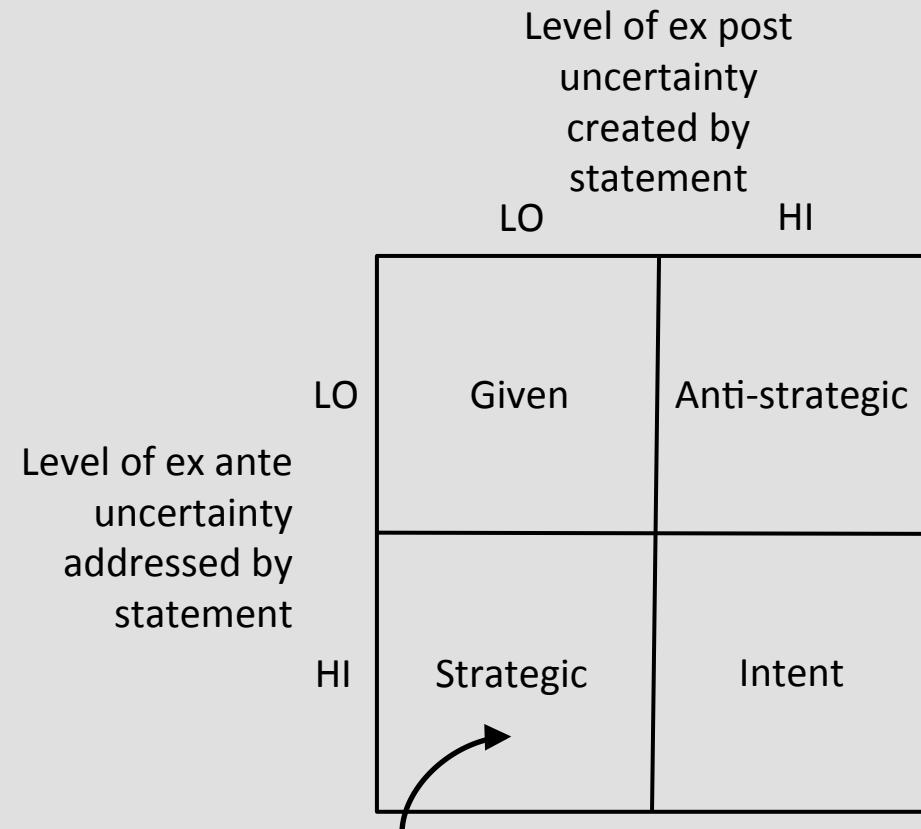
GettyImages\_88469614

17





**"[W]hen we met here last year it was impossible to state any definite method by which we could come out victorious, except our confidence that that would be the end" 01/20/1942**



**“It’s the economy, stupid!”**  
**From Bill Clinton’s 1992 presidential campaign**



**We will invest in cutting-edge technology ...**

