

Barry Nalebuff

Co-Founder and Chairman of Honest Tea, Expert on Using Game Theory to Improve Business Strategy

Barry Nalebuff is the co-founder and chairman of Honest Tea and an expert on using game theory to improve business strategy.

Honest Tea was one of *Inc.* magazine's fastest growing companies and has grown (organically) from five thermoses to well over 100 million bottles a year. In 2011, Coca-Cola purchased the company.

Barry is also the Milton Steinbach professor at Yale School of Management where he teaches strategy, innovation, game theory, and negotiation. Unlike most professors, he practices what he preaches (and preaches what he practices). Audiences appreciate his myriad insights into how to use economic theory to create a new business mindset and run an organization more successfully. In fascinating presentations, Barry engages his audiences with his sharp wit and warm sense of humor as he changes the way they look at strategy and innovation.

Popular Author. Barry has written extensively on the application of game theory to business strategy. He is the co-author of six books. International best-seller, *Thinking Strategically: The Competitive Edge in Business, Politics, and Everyday Life* was the first popular book on game theory. It was the *Financial Times*' Top Ten "Book of the Year," a *Book-of-the-Month Club* best-seller, and required reading at the best business schools. *Fortune* said "Nalebuff sets out sure-fire rules for thinking about strategy." *Thinking Strategically* and *The Art of Strategy: A Game Theorist's Guide to Success in Business and Life* are two crossover books on game theory with more than 300,000 copies in print. Of *The Art of Strategy*, economist Steven Levitt said, "I am hard pressed to think of another book that can match the combination of practical insights and reading enjoyment," and the *Economist* said, "Here is [a book] that is rigorous, fun, and extremely useful all at the same time."

The New York Times and *BusinessWeek* best-seller, *Co-opetition*, revolutionized the game of business. It looks beyond zero-sum games to emphasize the potential for cooperating as well as competing, with an emphasis on creating and capturing value. *Why Not?: How to Use Everyday Ingenuity to Solve Problems Big And Small* offers a framework for problem solving and ingenuity. *Lifecycle Investing* provides a new strategy for retirement investing. He also writes a popular *Forbes* column.

His book, *Mission in a Bottle*, tells the story of how two outsiders to the beverage industry managed to overcome the odds. Told in comic book format, Barry and his Honest Tea co-founder Seth Goldman describe their missteps, near-death experiences, and occasional wins as they relied on passion and economic theory to build the business, raise capital, scramble for distribution, innovate products, labels, and packaging—all the while remaining true to their message and their mission and ultimately creating the world's top-selling organic bottled tea. They offer a wealth of insights and advice to entrepreneurs about the challenges and hurdles of creating a successful business—and the importance of perseverance and creative problem-solving.

Extensive Expertise. Barry also has extensive experience consulting with multinational firms, from American Express, GE, and McKinsey to Google and Rio Tinto. He advised the NBA in their recent negotiations with the National Basketball Players Association. A graduate of MIT, a Rhodes scholar, and a junior fellow at the Harvard Society of Fellows, he earned his doctorate at Oxford.