

**Why Not? How To Use Everyday Ingenuity To Solve
Problems Big And Small By Barry J. Nalebuff, Ian
Ayres**

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Why Not? How to Use Everyday Ingenuity to Solve Problems Big and Small, “Bundling and Antitrust,” in Issues in Competition Law and Policy, edited by D.

About the authors - lifecycle investing

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who encourages creative problem solving in his book Why Not? How to Use Everyday Ingenuity to Solve Problems Big and Small, coauthored with Ian Ayres

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Barry J. Nalebuff (born July 11, 1958) is a Milton Steinbach Professor of Management at Yale Nalebuff, Barry; Ayres, Ian (2003). Why Not? How to Use Everyday Ingenuity to Solve Problems Big and Small. Harvard Business School Press.

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