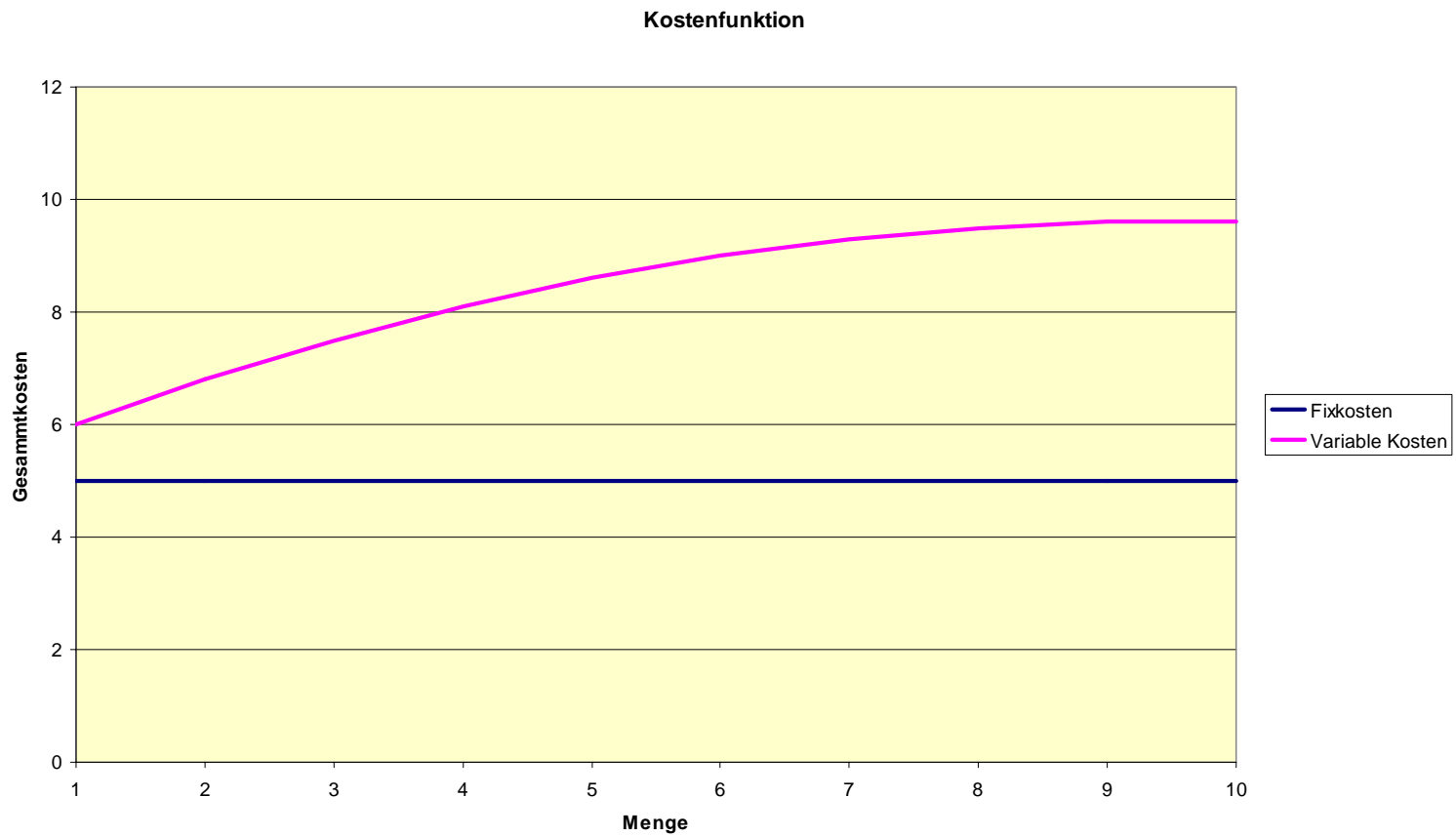


Payoff

Firma B

Media Markt

		p1	p2	p3
Cosmos Firma A	p1	0	-10	-20
	p2	50	20	10
	p3	40	90	50



Payoff

Firma B Media Markt

		Firma B			
		p1	p2	p3	
Cosmos Firma A	p1	0	-10	-20	$(0+50+40)/3=30$
	p2	50	20	10	$(-10+20+90)/3=33,3$
	p3	40	90	50	$(-20+10+50)/3=13,3$

Nullsummenspiel

		B			
		\$1		\$2	
A	\$1	0	5000	-5000	0
	\$2	5000	0	0	-5000
		0	5000	-5000	0

Maximin 1

Firma B

Media Markt

		p1	p2	p3
	p1	0	-10	-20
Cosmos	p2	50	20	10
Firma A	p3	-10	20	90
		40	90	50
		-20	10	50

Maximin 2

Firma B

Media Markt

		p1	p2	p3
Cosmos Firma A	p1	0	-10	-20
	p2	50	20	10
	p3	40	90	50
		0	50	40
		-10	20	90
		-20	10	50

Maximin 3

Firma B

Media Markt

		p1	p2	p3
Cosmos Firma A	p1	0	-10	-20
	p2	50	20	10
	p3	40	90	50
		-20	10	50

DEFINITION:

Nash Equilibrium If there is a set of strategies with the property that no player can benefit by changing her strategy while the other players keep their strategies unchanged, then that set of strategies and the corresponding payoffs constitute the **Nash Equilibrium**.

Nash 1

Firma B

Media Markt

		p1	p2	p3
Cosmos Firma A	p1	0 0	-10 50	-20 40
	p2	50 -10	20 20	10 90
	^p3	40 -20	90 10	^50 50

Nash 2

Firma B Media Markt

		p1	p2	<- p3
Cosmos Firma A	p1	0	-10	-20
	p2	50	20	<- 10
	p3	40	90	50
		0	50	40
		-10	20	<- 90
		-20	10	50

Nash 3

Firma B Media Markt

		p1	p2	p3
Cosmos Firma A	p1	0	-10	-20
	^p2	0	50	40
	^p2	50	^	20
	p3	-10	20	90
		40	90	50
		-20	10	50

Nash 4

Firma B Media Markt

		p1		<- p2		p3	
Cosmos Firma A	p1	0	<-	-10	50	40	-20
	p2	50	-10	20	20	90	10
	p3	40	-20	90	10	50	50

Nash 5

Firma B Media Markt

		p1	p2	p3
Cosmos Firma A	p1	0	-10	-20
	p2	50	20	10
	p3	40	90	50
		-20	10	50

Gewinn-Niveaus

Firma B

Media Markt

		p1	p2	p3
Saturn Firma A	p1	0	40	20
	p2	40	40	100
	p3	20	100	100

Gleiche Strategie **Firma B** Media Markt

		p1	p2	p3
Cosmos Firma A	p1	0	-10	-20
	p2	50	20	10
	p3	40	90	50
		p1	p2	p3
	p1	0	50	40
	p2	-10	20	90
	p3	-20	10	50

Markträumung Firma B Media Markt
 Sonder-Sonderangebot

		p1	p2	p3
Saturn Firma A	p1	0	40	20
	p2	40	40	100
	p3	20	100	100

Neuer Konkurrent

Neue Firma: China Trade

Saturn
MMarkt

	p1	p2	p3
p1	0	40	20
p2	40 50 -10	40	100
p3	20	100	100

2 Firmen des selben Konzerns in verschiedenen Preissegmenten

		Firma B		Media Markt	
		p1	p2	p3	
Saturn Firma A	p1	0 0 0	40 -10 50	20 -20 40	
	p2	40 50 -10	40 20 20	100 10 90	
	p3	20 40 -20	100 90 10	100 50 50	