

USING CHILDREN'S GAMES TO ILLUSTRATE STRATEGY CONCEPTS: IS
LESS BETTER?

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ABSTRACT

Do experiential exercises need be complicated in order to understand and impart business acumen? What types of simple exercises have we developed and currently use to illustrate sometimes difficult concepts? This would include games that already exist which we have adapted into important instructional tools. The participants should come away with a better understanding and ideas on "simple being better."