

## Save and Make Money Playing Games

PHOENIX, Dec. 21 /PRNewswire/ -- Douglas J. Zogby, has launched Phoenix based, Got Game Consulting. Zogby, an executive with more than 25 years of experience is listed in the Yearbook of Experts and specializes in Game Theory and Gamer Generation. He is teaching business owners and executives how to make business decisions that save and make money by playing games.

Game Theory was developed in 1944 by Oskar Morgenstern and John von Neumann, popularized by the movie, "A Beautiful Mind" and most recently, the basis of the 2005 Nobel Prize for Economics awarded to Robert Aumann and Thomas Schelling.

"We take an academic theory and teach clients how to use it in practical business situations everyday. Using Game Theory as a strategic practice serves to level the playing field between conflict and resolution. It drives better business decisions and helps everyone involved achieve their desired results, including making more money," says Zogby.

Douglas J. Zogby will be speaking nationally and is available for interviews and expert commentary on the engaging topics of Game Theory and the Gamer Generation.

For more information visit <http://www.gotgameconsulting.com/>. Media Contact: Shay Evers, Magnet 480-451-1399 shay\_magnet@cox.net

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