
Co-Opetition Matrix for Analyzing the Cooperation Competition Mix in an Industry: Examples from Major League Baseball

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EXECUTIVE SUMMARY

In Co-Opetition (1996), Brandenburger and Nalebuff described how businesses simultaneously compete and cooperate with other organizations in their environments. Generally, firms cooperate to grow a market and compete when dividing that market. Building on the work of Lado, Boyd, and Hanlon (1997), I present a Co-Opetition Matrix that can be used to analyze and explore the mix of cooperative and competitive behaviors of firms, identify which mixes seem to be most effective, and predict future actions of firms in a given industry. I use data from Major League Baseball to construct a prototype that illustrates the utility of the tool.

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