

Game theory:

is the other player an opponent or a partner?

The Pragmatic Partnership Ethic:

Whether or not it is an "ethical issue"--

The fundamental question is:

**"Is this a one time opportunity to grab and run
or is it a long term relationship?"**

- The cooperative stance in games.
- The quality premium in marketing.

**Even if this is your last contact with this partner,
your approach will give you a reputation that will
carry over to business with others.**

- The Radar O'Reilly Phenomenon.