

The Analysis of the Game Theory on the Interaction between the PR Companies and Their Clients

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ABSTRACT

People make comparisons of marriage relationship in metaphor of agent agreement, like most marriages, it should be taken care of with carefulness in order to maintain a long-term relationship. Straightforward communication, mutual regards, and upright attitude become extremely crucial if people want to make the cooperation attain a yet higher goal because not all of the relationships are immortal. However, in order to do so, both client and agent should believe the cooperation will not be destroyed regardless of sudden ups and downs. It is very controversial to know how to choose the agent. So, the purpose of this research: 1. the match game model of the public relations company and their clients interaction. 2. by the analysis of game model, the interactive strategy of the understand the public relations company and their Clients. 3. lead into incompletely the message concept, inquire into the public relations company whether by a certain signal, let while choosing the public relations company, clients can find out the best cooperation partner. My research targets on public relations and employer, through collecting relevant data and documents to analyze question essence and that will be my base of model design. Again tidy up through the cultural heritage of the clause above, find out this research topic and the decision that be applicable to this research conflict problem analysis mode, carry on discussion and understand, then take the client-agent theories as foundation, construct appropriate of match bureau model, then beg NE, and interviews through the depth and it analyzes a result, revising model in original match bureau, then begging further balanced solution, according to the result of the balanced solution, analytical and explain its connotation, and combines together with the actual situation condition, and give related industry while signing contract of the strategy usage and the suggestion of the actual situation.

Keywords: game theory, incompletely message, signal

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