



The House Advantage: Playing the Odds to Win Big In Business

Jeffrey Ma

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The House Advantage: Playing the Odds to Win Big In Business Jeffrey Ma

As part of the notorious MIT Team depicted in Ben Mezrich's now classic *Bringing Down the House*, Jeff Ma used math and statistics to master the game of blackjack and reap handsome rewards at casinos. Years later, Ma has inspired not only a bestselling novel and hit movie, but has also started three different companies—the latest of which, Citizen Sports, is an innovative marriage of sports, betting, and digital technology—and launched a successful corporate speaking career. *The House Advantage* reveals Ma's cutting-edge mathematical insights into the world of statistics and makes them applicable to a wide business audience. He argues that numbers are the key to analyzing nearly everything in the world of business, from how to spot and profit from global market inefficiencies to having multiple backup plans in anticipation of every probability. Ma's stories and business lessons are as intriguing as they are universally applicable.



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