

# COMSM0019: Internet Economics and Financial Technology

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There is no set textbook for the whole unit, but a reading list of material for each topic is maintained on blackboard, in addition to the list presented here.

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Anderson, C. and Anderson, C. 2009. The longer long tail: how endless choice is creating unlimited demand. Random House Business.

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Carr, N.G. 2008. The big switch: rewiring the world, from Edison to Google. Norton.

[4]

Castronova, E. 2006. Synthetic worlds: the business and culture of online games. University of Chicago Press.

[5]

Murty, J. 2008. Programming Amazon Web Services: S3, EC2, SQS, FPS, and SimpleDB. O'Reilly.

[6]

Reese, G. 2009. Cloud application architectures: [building applications and infrastructure

in the cloud]. O'Reilly.

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Sammut, C. and Webb, G.I. 2010. Encyclopedia of machine learning. Springer.

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Shapiro, C. and Varian, H.R. 1999. Information rules: a strategic guide to the network economy. Harvard Business School Press.

[9]

Shirky, C. 2009. Here comes everybody: how change happens when people come together. Penguin.

[10]

Shrier, D. and Pentland, A. eds. 2016. Frontiers of financial technology: expeditions in future commerce, from blockchain and digital banking to prediction markets and beyond. Visionary Future.

[11]

Tufte, E.R. 2006. The cognitive style of PowerPoint: pitching out corrupts within. Graphics Press.

[12]

Varian, H.R. et al. 2004. The economics of information technology: an introduction. Cambridge University Press.

[13]

Watts, D.J. 2004. Six degrees: the science of a connected age. Vintage.

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Watts, D.J. 1999. Small worlds: the dynamics of networks between order and randomness. Princeton University Press.