

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.

(1)

Carr, N. G. The Big Switch: Rewiring the World, from Edison to Google; Norton: New York, 2008.

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Bower, J.; Christensen, C. Disruptive Technologies: Catching the Wave. Harvard Business Review **1995**, 73 (1), 43-53.

(3)

Anderson, C.; Anderson, C. The Longer Long Tail: How Endless Choice Is Creating Unlimited Demand, [Expanded and updated ed.]; Random House Business: London, 2009.

(4)

Sammut, C.; Webb, G. I. Encyclopedia of Machine Learning; Springer: New York, 2010.

(5)

Varian, H. R.; Farrell, J.; Shapiro, C. The Economics of Information Technology: An Introduction; Cambridge University Press: Cambridge, 2004; Vol. Raffaele Nattoli lectures.

(6)

Shapiro, C.; Varian, H. R. Information Rules: A Strategic Guide to the Network Economy; Harvard Business School Press: Boston, Mass, 1999.

(7)

Castronova, E. Synthetic Worlds: The Business and Culture of Online Games; University of Chicago Press: Chicago, 2006.

(8)

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

(9)

Reese, G. Cloud Application Architectures: [Building Applications and Infrastructure in the Cloud]; O'Reilly: Sebastopol, Calif, 2009.

(10)

Watts, D. J. Small Worlds: The Dynamics of Networks between Order and Randomness; Princeton University Press: Princeton, N.J., 1999; Vol. Princeton studies in complexity.

(11)

Watts, D. J. Six Degrees: The Science of a Connected Age; Vintage: London, 2004.

(12)

Shirky, C. Here Comes Everybody: How Change Happens When People Come Together, Updated [ed.].; Penguin: London, 2009.

(13)

Tufte, E. R. The Cognitive Style of PowerPoint: Pitching out Corrupts Within, 2nd ed.; Graphics Press: Cheshire, Conn, 2006.

(14)

Frontiers of Financial Technology: Expeditions in Future Commerce, from Blockchain and Digital Banking to Prediction Markets and Beyond; Shrier, D., Pentland, A., Eds.; Visionary Future: [Place of publication not identified], 2016.