

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 NG. The Big Switch: Rewiring the World, from Edison to Google. Norton; 2008.

2.
Bower J, Christensen C. Disruptive Technologies: Catching the Wave. Harvard Business Review. 1995;73(1):43-53.
<http://search.ebscohost.com.bris.idm.oclc.org/login.aspx?direct=true&db=bth&AN=9501303527&site=ehost-live>

3.
Anderson C, Anderson C. The Longer Long Tail: How Endless Choice Is Creating Unlimited Demand. [Expanded and updated ed.]. Random House Business; 2009.

4.
Sammut C, Webb GI. Encyclopedia of Machine Learning. Springer; 2010.

5.
Varian HR, Farrell J, Shapiro C. The Economics of Information Technology: An Introduction. Vol Raffaele Nattiolo lectures. Cambridge University Press; 2004.
<https://doi.org/10.1017/CBO9780511754166>

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

7.

Castronova E. Synthetic Worlds: The Business and Culture of Online Games. University of Chicago Press; 2006.
<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=432203>

8.

Murty J. Programming Amazon Web Services: S3, EC2, SQS, FPS, and SimpleDB. O'Reilly; 2008. <https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=443422>

9.

Reese G. Cloud Application Architectures: [Building Applications and Infrastructure in the Cloud]. O'Reilly; 2009.
<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=443453>

10.

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

11.

Watts DJ. Six Degrees: The Science of a Connected Age. Vintage; 2004.

12.

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

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Tufte ER. The Cognitive Style of PowerPoint: Pitching out Corrupts Within. 2nd ed. Graphics

Press; 2006.

14.

Shrier D, Pentland A, eds. *Frontiers of Financial Technology: Expeditions in Future Commerce, from Blockchain and Digital Banking to Prediction Markets and Beyond. Visionary Future*; 2016.