

COMSM0019: Internet Economics and Financial Technology

View Online



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.

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

Bower, Joseph, and Clayton Christensen. 1995. 'Disruptive Technologies: Catching the Wave'. *Harvard Business Review* 73(1):43–53.

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

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

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

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

Sammut, Claude, and Geoffrey I. Webb. 2010. *Encyclopedia of Machine Learning*. New York: Springer.

Shapiro, Carl, and Hal R. Varian. 1999. *Information Rules: A Strategic Guide to the Network Economy*. Boston, Mass: Harvard Business School Press.

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

Shrier, David, and Alex Pentland, eds. 2016. *Frontiers of Financial Technology: Expeditions in Future Commerce, from Blockchain and Digital Banking to Prediction Markets and Beyond*. [Place of publication not identified]: Visionary Future.

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

Varian, Hal R., Joseph Farrell, and Carl Shapiro. 2004. *The Economics of Information Technology: An Introduction*. Vol. Raffaele Nattoli lectures. Cambridge: Cambridge University Press.

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

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