

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.

Anderson, C., & Anderson, C. (2009). *The longer long tail: how endless choice is creating unlimited demand* ([Expanded and updated ed.]). Random House Business.

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

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

Castronova, E. (2006). *Synthetic worlds: the business and culture of online games*. University of Chicago Press.
<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=432203>

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

Reese, G. (2009). *Cloud application architectures: [building applications and infrastructure in the cloud]*. O'Reilly.
<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=443453>

Sammut, C., & Webb, G. I. (2010). *Encyclopedia of machine learning*. Springer.

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

Shirky, C. (2009). *Here comes everybody: how change happens when people come together* (Updated [ed.]). Penguin.

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

Tufte, E. R. (2006). *The cognitive style of PowerPoint: pitching out corrupts within* (2nd ed). Graphics Press.

Varian, H. R., Farrell, J., & Shapiro, C. (2004). *The economics of information technology: an introduction: Vol. Raffaele Nattoli lectures*. Cambridge University Press.
<https://doi.org/10.1017/CBO9780511754166>

Watts, D. J. (1999). *Small worlds: the dynamics of networks between order and randomness: Vol. Princeton studies in complexity*. Princeton University Press.

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