

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.
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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.
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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.