

COMSM0019: Internet Economics and Financial Technology

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.

View Online



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@book{Anderson_Anderson_2009, address={London}, edition={[Expanded and updated ed.]}, title={The longer long tail: how endless choice is creating unlimited demand}, publisher={Random House Business}, author={Anderson, Chris and Anderson, Chris}, year={2009} }
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@article{Bower_Christensen_1995, title={Disruptive Technologies: Catching the Wave}, volume={73}, url={http://search.ebscohost.com.bris.idm.oclc.org/login.aspx?direct=true&db=bth&AN=9501303527&site=ehost-live}, number={1}, journal={Harvard Business Review}, publisher={Harvard Business Review}, author={Bower, Joseph and Christensen, Clayton}, year={1995}, pages={43-53} }
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@book{Carr_2008, address={New York}, title={The big switch: rewiring the world, from Edison to Google}, publisher={Norton}, author={Carr, Nicholas G.}, year={2008} }
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@book{Castronova_2006, address={Chicago}, title={Synthetic worlds: the business and culture of online games}, url={https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=432203}, publisher={University of Chicago Press}, author={Castronova, Edward}, year={2006} }
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@book{Murty_2008, address={Beijing}, title={Programming Amazon Web Services: S3, EC2, SQS, FPS, and SimpleDB}, url={https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=443422}, publisher={O'Reilly}, author={Murty, James}, year={2008} }
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@book{Reese_2009, address={Sebastopol, Calif}, title={Cloud application architectures: [building applications and infrastructure in the cloud]}, url={https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=443453}, publisher={O'Reilly}, author={Reese, George}, year={2009} }
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@book{Sammut_Webb_2010, address={New York}, title={Encyclopedia of machine learning}, publisher={Springer}, author={Sammut, Claude and Webb, Geoffrey I.}, year={2010} }
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@book{Shapiro_Varian_1999, address={Boston, Mass}, title={Information rules: a strategic guide to the network economy}, publisher={Harvard Business School Press}, author={Shapiro, Carl and Varian, Hal R.}, year={1999} }
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@book{Shirky_2009, address={London}, edition={Updated [ed.]}, title={Here comes everybody: how change happens when people come together}, publisher={Penguin}, author={Shirky, Clay}, year={2009} }
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@book{Tufte_2006, address={Cheshire, Conn}, edition={2nd ed}, title={The cognitive style of PowerPoint: pitching out corrupts within}, publisher={Graphics Press}, author={Tufte, Edward R.}, year={2006} }
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@book{Varian_Farrell_Shapiro_2004, address={Cambridge}, title={The economics of information technology: an introduction}, volume={Raffaele Nattiolo lectures}, url={https://doi.org/10.1017/CBO9780511754166}, publisher={Cambridge University Press}, author={Varian, Hal R. and Farrell, Joseph and Shapiro, Carl}, year={2004} }
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@book{Watts_1999, address={Princeton, N.J.}, title={Small worlds: the dynamics of networks between order and randomness}, volume={Princeton studies in complexity}, publisher={Princeton University Press}, author={Watts, Duncan J.}, year={1999} }
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@book{Watts_2004, address={London}, title={Six degrees: the science of a connected age}, publisher={Vintage}, author={Watts, Duncan J.}, year={2004} }
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@book{Shrier_Pentland_2016, address={[Place of publication not identified]}, title={Frontiers of financial technology: expeditions in future commerce, from blockchain and digital banking to prediction markets and beyond}, publisher={Visionary Future}, year={2016} }
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