

# 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.

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1

Carr NG. The big switch: rewiring the world, from Edison to Google. New York: : Norton 2008.

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

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Sammut C, Webb GI. Encyclopedia of machine learning. New York: : Springer 2010.

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Varian HR, Farrell J, Shapiro C. The economics of information technology: an introduction. Cambridge: : 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. Boston, Mass: : Harvard Business School Press 1999.

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

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

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

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Watts DJ. Small worlds: the dynamics of networks between order and randomness. Princeton, N.J.: : Princeton University Press 1999.

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Watts DJ. Six degrees: the science of a connected age. London: : Vintage 2004.

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

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Tufte ER. The cognitive style of PowerPoint: pitching out corrupts within. 2nd ed. Cheshire, Conn: : Graphics Press 2006.

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Shrier D, Pentland A, editors. 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 2016.