

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

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

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

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

Sammut, C. and Webb, G.I. (2010) *Encyclopedia of machine learning*. New York: Springer.

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

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

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

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

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

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