

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

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

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D. Shrier and A. Pentland, Eds., *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.