

COMSM0019: Internet Economics and Financial Technology

View Online



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, Chris, and Chris Anderson, *The Longer Long Tail: How Endless Choice Is Creating Unlimited Demand*, [Expanded and updated ed.] (London: Random House Business, 2009)

Bower, Joseph, and Clayton Christensen, 'Disruptive Technologies: Catching the Wave', *Harvard Business Review*, 73.1 (1995), 43–53
<<http://search.ebscohost.com.bris.idm.oclc.org/login.aspx?direct=true&db=bth&AN=9501303527&site=ehost-live>>

Carr, Nicholas G., *The Big Switch: Rewiring the World, from Edison to Google* (New York: Norton, 2008)

Castronova, Edward, *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>>

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

Reese, George, *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>>

Sammut, Claude, and Geoffrey I. Webb, *Encyclopedia of Machine Learning* (New York: Springer, 2010)

Shapiro, Carl, and Hal R. Varian, *Information Rules: A Strategic Guide to the Network Economy* (Boston, Mass: Harvard Business School Press, 1999)

Shirky, Clay, *Here Comes Everybody: How Change Happens When People Come Together*, Updated [ed.] (London: Penguin, 2009)

Shrier, David, and Alex 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)

Tufte, Edward R., *The Cognitive Style of PowerPoint: Pitching out Corrupts Within*, 2nd ed (Cheshire, Conn: Graphics Press, 2006)

Varian, Hal R., Joseph Farrell, and Carl Shapiro, *The Economics of Information Technology: An Introduction* (Cambridge: Cambridge University Press, 2004), Raffaele Nattiolo lectures
<<https://doi.org/10.1017/CBO9780511754166>>

Watts, Duncan J., *Six Degrees: The Science of a Connected Age* (London: Vintage, 2004)

———, *Small Worlds: The Dynamics of Networks between Order and Randomness* (Princeton, N.J.: Princeton University Press, 1999), Princeton studies in complexity