

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.

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. Print.

Bower, Joseph, and Clayton Christensen. 'Disruptive Technologies: Catching the Wave'. *Harvard Business Review* 73.1 (1995): 43-53. Web.
<<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. Print.

Castronova, Edward. *Synthetic Worlds: The Business and Culture of Online Games*. Chicago: University of Chicago Press, 2006. Web.
<<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. Web.
<<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. Web.
<<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=443453>>.

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

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

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

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. Print.

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

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

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

---. Small Worlds: The Dynamics of Networks between Order and Randomness. Princeton studies in complexity. Princeton, N.J.: Princeton University Press, 1999. Print.