

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.

1.

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

2.

Bower J, Christensen C. Disruptive Technologies: Catching the Wave. Harvard Business Review [Internet]. Harvard Business Review; 1995;73(1):43-53. Available from: <http://search.ebscohost.com.bris.idm.oclc.org/login.aspx?direct=true&db=bth&AN=9501303527&site=ehost-live>

3.

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

4.

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

5.

Varian HR, Farrell J, Shapiro C. The economics of information technology: an introduction [Internet]. Cambridge: Cambridge University Press; 2004. Available from: <https://doi.org/10.1017/CBO9780511754166>

6.

Shapiro C, Varian HR. Information rules: a strategic guide to the network economy. Boston, Mass: Harvard Business School Press; 1999.

7.

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

8.

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

9.

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

10.

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

11.

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

12.

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

13.

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

14.

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.