

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.

1.
Carr, N. G. The big switch: rewiring the world, from Edison to Google. (Norton, 2008).

2.
Bower, J. & Christensen, C. Disruptive Technologies: Catching the Wave. Harvard Business Review **73**, 43–53 (1995).

3.
Anderson, C. & Anderson, C. The longer long tail: how endless choice is creating unlimited demand. (Random House Business, 2009).

4.
Sammut, C. & Webb, G. I. Encyclopedia of machine learning. (Springer, 2010).

5.
Varian, H. R., Farrell, J. & Shapiro, C. The economics of information technology: an introduction. vol. Raffaele Nattiolo lectures (Cambridge University Press, 2004).

6.
Shapiro, C. & Varian, H. R. Information rules: a strategic guide to the network economy. (Harvard Business School Press, 1999).

7.

Castronova, E. Synthetic worlds: the business and culture of online games. (University of Chicago Press, 2006).

8.

Murty, J. Programming Amazon Web Services: S3, EC2, SQS, FPS, and SimpleDB. (O'Reilly, 2008).

9.

Reese, G. Cloud application architectures: [building applications and infrastructure in the cloud]. (O'Reilly, 2009).

10.

Watts, D. J. Small worlds: the dynamics of networks between order and randomness. vol. Princeton studies in complexity (Princeton University Press, 1999).

11.

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

12.

Shirky, C. Here comes everybody: how change happens when people come together. (Penguin, 2009).

13.

Tufte, E. R. The cognitive style of PowerPoint: pitching out corrupts within. (Graphics Press, 2006).

14.

Frontiers of financial technology: expeditions in future commerce, from blockchain and digital banking to prediction markets and beyond. (Visionary Future, 2016).