

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

Bower J and Christensen C, 'Disruptive Technologies: Catching the Wave' (1995) 73
Harvard Business Review 43

<<http://search.ebscohost.com.bris.idm.oclc.org/login.aspx?direct=true&db=bth&AN=9501303527&site=ehost-live>>

Carr NG, *The Big Switch: Rewiring the World, from Edison to Google* (Norton 2008)

Castronova E, *Synthetic Worlds: The Business and Culture of Online Games* (University of Chicago Press 2006)

<<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=432203>>

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

Reese G, *Cloud Application Architectures: [Building Applications and Infrastructure in the Cloud]* (O'Reilly 2009)

<<https://ebookcentral.proquest.com/lib/bristol/detail.action?docID=443453>>

Sammut C and Webb GI, *Encyclopedia of Machine Learning* (Springer 2010)

Shapiro C and Varian HR, *Information Rules: A Strategic Guide to the Network Economy* (Harvard Business School Press 1999)

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

Shrier D and Pentland A (eds), *Frontiers of Financial Technology: Expeditions in Future Commerce, from Blockchain and Digital Banking to Prediction Markets and Beyond* (Visionary Future 2016)

Tufte ER, *The Cognitive Style of PowerPoint: Pitching out Corrupts Within* (2nd ed, Graphics Press 2006)

Varian HR, Farrell J and Shapiro C, *The Economics of Information Technology: An Introduction*, vol Raffaele Nattiolo lectures (Cambridge University Press 2004)

<<https://doi.org/10.1017/CBO9780511754166>>

Watts DJ, Small Worlds: The Dynamics of Networks between Order and Randomness, vol
Princeton studies in complexity (Princeton University Press 1999)

—, Six Degrees: The Science of a Connected Age (Vintage 2004)