

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, New York (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, London (2009).

4.

Sammut, C., Webb, G.I.: Encyclopedia of machine learning. Springer, New York (2010).

5.

Varian, H.R., Farrell, J., Shapiro, C.: The economics of information technology: an introduction. Cambridge University Press, Cambridge (2004).

6.

Shapiro, C., Varian, H.R.: Information rules: a strategic guide to the network economy.

Harvard Business School Press, Boston, Mass (1999).

7.

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

8.

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

9.

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

10.

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

11.

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

12.

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

13.

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

14.

Shrier, D., Pentland, A. eds: Frontiers of financial technology: expeditions in future commerce, from blockchain and digital banking to prediction markets and beyond. Visionary Future, [Place of publication not identified] (2016).