

## 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.

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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.

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

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

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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>

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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>

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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>

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

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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.