

COMPGW02 / COMPM041: Web Economics

View Online



Carl Shapiro. 1998. Information Rules. Boston, Mass: Harvard Business School Press.

Easley, David, and Jon Kleinberg. 2010a. Networks, Crowds, and Markets: Reasoning about a Highly Connected World. Cambridge: Cambridge University Press.
<https://doi.org/10.1017/CBO9780511761942>.

———. 2010b. Networks, Crowds, and Markets: Reasoning about a Highly Connected World . Cambridge: Cambridge University Press.

'Introduction to Economic Analysis'. n.d.
<https://www.mcafee.cc/Papers/Introecon/IEA2007.pdf>.

Nir Vulkan. n.d. The Economics of E-Commerce. Princeton University Press.

Nisan, Noam, Tim Roughgarden, Eva Tardos, and Vijay V. Vazirani, eds. 2007. Algorithmic Game Theory. Cambridge: Cambridge University Press.
<http://dx.doi.org/10.1017/CBO9780511800481>.

R. Preston McAfee. 2009. Introduction to Economic Analysis. Irvington, N.Y: Flatworld Knowledge.