

COMPGW02 / COMPM041: Web Economics

View Online



Carl Shapiro (1998) Information rules. Boston, Mass: Harvard Business School Press.

Easley, D. and Kleinberg, J. (2010a) Networks, crowds, and markets: reasoning about a highly connected world. Cambridge: Cambridge University Press. Available at: <https://doi.org/10.1017/CBO9780511761942>.

Easley, D. and Kleinberg, J. (2010b) Networks, crowds, and markets: reasoning about a highly connected world. Cambridge: Cambridge University Press.

Introduction to Economic Analysis (no date). Available at: <https://www.mcafee.cc/Papers/Introecon/IEA2007.pdf>.

Nir Vulkan (no date) The Economics of E-Commerce. Princeton University Press.

Nisan, N. et al. (eds) (2007) Algorithmic Game Theory. Cambridge: Cambridge University Press. Available at: <http://dx.doi.org/10.1017/CBO9780511800481>.

R. Preston McAfee (2009) Introduction to economic analysis. Irvington, N.Y: Flatworld Knowledge.