COMPGW02 / COMPM041: Web Economics



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

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

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

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

Nir Vulkan, The Economics of E-Commerce (Princeton University Press)

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

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