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Autore	Sarvary M (Miklos)
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Selling Data versus Selling Knowledge; Reuters' Struggle from Data to Knowledge; Value Proposition for Information Products; Versioning; Bundling; Information Built to Order; Exclusive Selling; Shared Information Products; Key Lessons; 6 Networks, Interfaces, and Search; Information Distribution and Technology; The Internet and the World Wide Web; Search and Networks; Google's PageRank; The Structure of the Web; The Market for Links; Search in Real Time; Humanlike Interfaces; "The Media Equation"; Avatars; Virtual Worlds From Virtual Reality to Augmented RealityKey Lessons; 7 Branding Information; Persuasion in Knowledge Markets; Branding "Unreliability"; Positioning Information on the "Shelf"; Communication with Multiple Brands; Communicating with Competitors; Key Lessons; 8 R&D for Information and Knowledge; "The Free Encyclopedia That Anyone Can Edit"; "Inclusionists" vs. "Deletionists"; Folksonomies; Questions and Answers; Paying for Content; Prediction Markets; Securitization on Event Markets; Information Bubbles; Prediction Markets Everywhere?; Extracting Information from Online Communities; Key Lessons 9 ConclusionNotes; Introduction; 1 Is There a Market for Information?; 2 Decisions and Information; 3 Competitive Pricing of Information; 4 Why Information Sellers May Lie; 5 The Information Value Chain; 6 Networks, Interfaces, and Search; 7 Branding Information; 8 R&D for Information and Knowledge; 9 Conclusion; References; Index

#### Sommario/riassunto

In this work, Miklos Sarvary describes the information industry - the far-flung universe of companies whose core business is to sell information to decision makers. Sarvary highlights the special characteristics of information and knowledge and analyzes the unusual behaviours of the markets for them.

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