

1. Record Nr.	UNINA9910298567103321
Autore	Xu Ke
Titolo	Internet resource pricing models // Ke Xu, Yifeng Zhong, Huan He
Pubbl/distr/stampa	New York, : Springer, 2014
ISBN	1-4614-8409-X
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (x, 87 pages) : illustrations (some color)
Collana	SpringerBriefs in computer science
Altri autori (Persone)	ZhongYifeng HeHuan
Disciplina	004 004.67
Soggetti	Internet industry - Prices Internet - Rates
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"ISSN: 2191-5768."
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Brief History of Pricing Model -- Pricing and Management Related to P2P and Mobile Internet -- Cooperative Game-based Pricing and Profit Distribution in P2P Markets -- Pricing in Multi-interfact Wireless Communication Markets.
Sommario/riassunto	This brief guides the reader through three basic Internet resource pricing models using an Internet cost analysis. Addressing the evolution of service types, it presents several corresponding mechanisms which can ensure pricing implementation and resource allocation. The authors discuss utility optimization of network pricing methods in economics and underline two classes of pricing methods including system optimization and entities' strategic optimization. The brief closes with two examples of the newly proposed pricing strategy helping to solve the profit distribution problem brought by P2P free-riding and improve the pricing efficiency with the introduction of the price discrimination. The Internet resource pricing strategy is not only the key factor of Internet resource allocation efficiency, but also the determinant of the profit. The methods and models discussed in Internet Resource Pricing Models increase the efficiency of existing pricing strategies to ensure a sound and sustainable development of the Internet. The brief will help researchers and professionals working with this key factor of Internet resource allocation.

