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| 1. Record Nr. | UNINA9910449709903321 |
| Autore | Shy Oz |
| Titolo | The economics of network industries // Oz Shy [[electronic resource]] |
| Pubbl/distr/stampa | Cambridge : , : Cambridge University Press, , 2001 |
| ISBN | 1-107-71356-0 1-280-15935-9 0-511-11929-1 0-511-04138-1 0-511-15650-2 0-511-32545-2 0-511-75440-X 0-511-04751-7 |
| Descrizione fisica | 1 online resource (xiii, 315 pages) : digital, PDF file(s) |
| Disciplina | 303.48/33 |
| Soggetti | Computer industry Computer networks Electronic data interchange Electronic commerce |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Title from publisher's bibliographic system (viewed on 05 Oct 2015). |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Cover; Half-title; Title; Copyright; Dedication; Contents; Preface; Chapter 1 Introduction to Network Economics; Chapter 2 The Hardware Industry; Chapter 3 The Software Industry; Chapter 4 Technology Advance and Standardization; Chapter 5 Telecommunication; Chapter 6 Broadcasting; Chapter 7 Markets for Information; Chapter 8 Banks and Money; Chapter 9 The Airline Industry; Chapter 10 Social Interaction; Chapter 11 Other Networks; Appendix A Normal-Form Games; Appendix B Extensive-Form Games; Appendix C Undercut-Proof Equilibria; Index |
| Sommario/riassunto | This book introduces upper-level undergraduates, graduate students, and researchers to the latest developments in network economics, one of the fastest-growing fields in all industrial organization. Network industries include the Internet, e-mail, telephony, computer hardware |

and software, music and video players, and service operations in the banking, legal, and airlines industries among many others. The work offers an overview of the subject matter as well as investigations about specific industries. It conveys the essential features of how strategic interactions between firms are affected by network activity, as well as covering social interaction and its influence on consumers' choices of products and services. Virtually no calculus is used in the text, and each chapter ends with a series of exercises and selected references. The text may be used for both one- and two-semester courses.
