

1. Record Nr.	UNINA9910457234703321
Autore	Sarvary M (Miklos)
Titolo	Gurus and oracles [[electronic resource] ] : the marketing of information // Miklos Sarvary
Pubbl/distr/stampa	Cambridge, Mass., : MIT Press, c2012
ISBN	1-283-42077-5 9786613420770 0-262-30117-2
Descrizione fisica	1 online resource (193 p.)
Disciplina	001.068/8
Soggetti	Information services industry Information networks Information technology Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Introduction: The Information Industry; I The Economics of Information; 1 Is There a Market for Information?; 2 Decisions and Information; A Classic Puzzle: Where Is the Treasure?; Information Product Attributes; Information Attributes and Perceptions; The Perceptual Map for Information Products; A Simple Experiment; Market Evidence; Key Lessons; 3 Competitive Pricing of Information; Information Substitutes; Information Complements; Scientific Evidence: Another Experiment; Buying a Second Opinion; Pricing First versus Second Opinions; Differentiation in Content, Source, or Time Ignorance Is Bliss: The Case of Information Cascades Follow the Herd; Selling Information in a Cascade; Monopolists, Cartels, Collusion, and Regulation; Key Lessons; 4 Why Information Sellers May Lie; Bias as Wisdom; Partisan Bias; The Case of Credit Rating Agencies; Partisan Bias and Reputation; Bias from Independent Forecasters; Contests among Forecasters; Forecasters Competing for Reputation; Media Bias and Biased Consumers; Media Bias and Differentiation; Key Lessons; II Bringing Information to Market; 5 The Information Value Chain; Data, Information, and Knowledge

The Taxonomy of Information Products  
The Information "Value Net";  
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 Reality  
Key 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 Conclusion  
Notes; 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.

---