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Reasons for Its Success and Future Directions -- Invited Talks 2: Plenary Session -- Average Distance, Diameter, and Clustering in Social Networks with Homophily -- Assignment Exchanges -- Search Engine Ad Auctions -- Computational Economy Equilibrium and Application --

Implement Social Goals -- Thirty Years of Chinese Economic Reform:

Invited Talks 3: Tutorial Session -- Four Graph Partitioning Algorithms -- Dynamic Spectrum Management: Optimization and Game Theoretic Formulations -- Some Recent Results in Algorithmic Game Theory -- The Elements of General Equilibrium Theory -- Session A.1: Market Equilibrium -- A Fast and Simple Algorithm for Computing Market Equilibria -- A FPTAS for Computing a Symmetric Leontief Competitive

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Sommario/riassunto

This book constitutes the refereed proceedings of the 4th International Workshop on Internet and Network Economics, WINE 2008, held in Shanghai, China, in December 2008. The 68 revised full papers

presented together with 10 invited talks were carefully reviewed and selected from 126 submissions. The papers are organized in topical sections on market equilibrium, congestion games, information markets, nash equilibrium, network games, solution concepts, algorithms and optimization, mechanism design, equilibrium, online advertisement, sponsored search auctions, and voting problems.