

1. Record Nr.	UNINA9910821997903321
Titolo	Internet publishing and beyond : the economics of digital information and intellectual property // edited by Brian Kahin and Hal R. Varian
Pubbl/distr/stampa	Cambridge, Mass., : MIT Press, c2000
ISBN	9786612096488 0-262-25646-0 1-282-09648-6 1-4237-2530-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (251 p.)
Collana	A publication of the Harvard Information Infrastructure Project
Altri autori (Persone)	KahinBrian VarianHal R
Disciplina	070.5/797
Soggetti	Internet publishing - Economic aspects Intellectual property - Economic aspects Technological innovations - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A publication of the Harvard Information Infrastructure Project in collaboration with the School of Information Management and Systems at the University of California at Berkeley".
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction / Brian Kahin and Hal R. Varian -- Speculative Microeconomics for Tomorrow's Economy / J. Bradford DeLong and A. Michael Froomkin -- Advertising Pricing Models for the World Wide Web / Donna L. Hoffman and Thomas P. Novak -- Profiting from Online News: The Search for Viable Business Models / Susan M. Mings and Peter B. White -- Economics of Copy Protection in Software and Other Media / Oz Shy -- Economics and Electronic Access to Scholarly Information / Jeffrey K. MacKie-Mason and Juan F. Riveros.
Sommario/riassunto	The rapid growth of the Internet and the World Wide Web is transforming the way information is accessed and used. New models for distributing, sharing, linking, and marketing information are appearing. This volume examines emerging economic and business models for global publishing and information access, as well as the attendant transformation of international information markets,

institutions, and businesses. It provides those in the public, private, and nonprofit sectors with a practical framework for dealing with the new information markets. Topics addressed include the effects of various technological factors and market environments on pricing; the relationship among classic production costs, transaction costs, and the economic value of intellectual property; the effects of different pricing practices for telecommunications and Internet services on the pricing of information; the bundling and unbundling of information services; changing cost structures and the allocation of rights among authors, publishers, and other intermediaries; the effects of markets for complementary products and services, including advertising, on the pricing and use of information; and policy implications of different pricing models. A Publication of the Harvard Information Infrastructure Project in Collaboration with the School of Information Management and Systems at the University of California at Berkeley.
