

1. Record Nr.	UNINA9910972851203321
Titolo	Diamonds are forever, computers are not : economic and strategic management in computing markets // editor Shane Greenstein
Pubbl/distr/stampa	River Edge, NJ, : World Scientific Pub., 2004
ISBN	9786611347468 9781281347466 1281347469 9781860946004 1860946003 9781860944529 1860944523
Edizione	[1st ed.]
Descrizione fisica	1 online resource (313 p.)
Altri autori (Persone)	GreensteinShane M
Disciplina	004/.068
Soggetti	Computer industry Internet industry Technological innovations - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Preface; Acknowledgments; Part I. Musings; Part II. Observations, Fleeting and Otherwise; Part III. Developing the Digital World; Part IV. Internet Boom and Bust; Part V. Prices, Productivity and Growth; Part VI. Enterprise Computing; Part VII. Microsoft, from the Sublime to the Serious; Part VIII. Platforms and Standards; Index
Sommario/riassunto	This is a collection of 43 essays about the economics and management of information technology markets. The first part of the book focuses on events, notable birth dates and longstanding trends. The unifying theme revolves around the role of human economic behavior in the face of uncertainty and confusion. The contributors' intent is to explain, educate and entertain to go beyond the obvious.