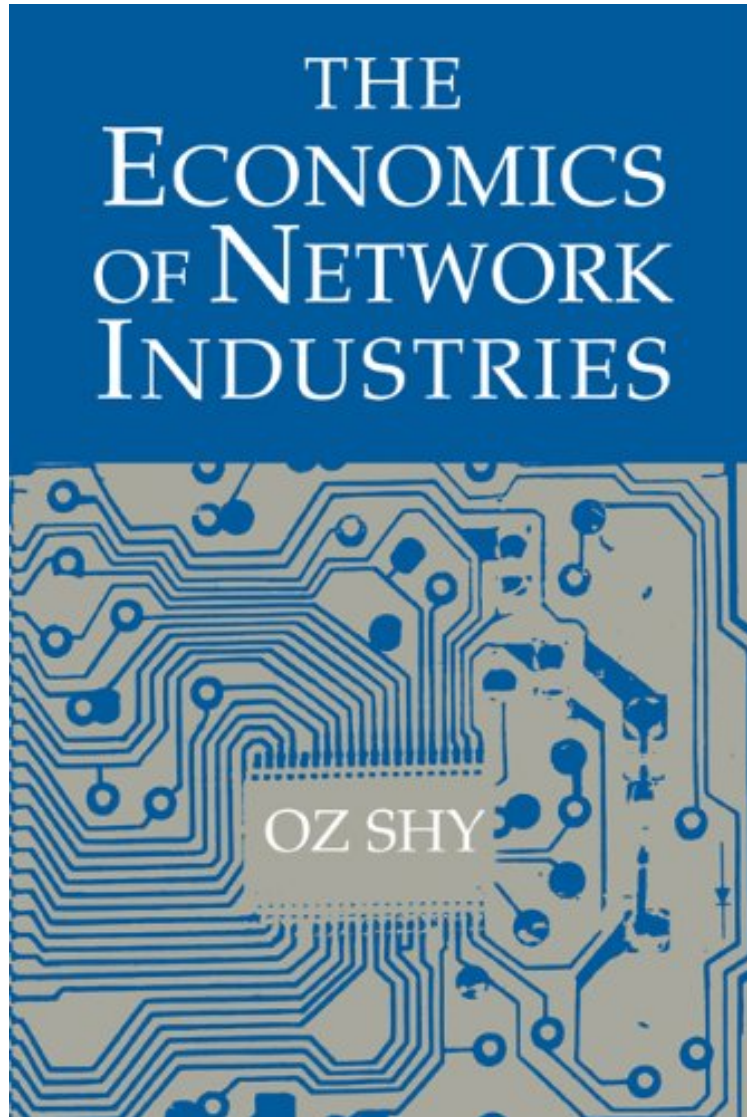


The Economics of Network Industries

Oz Shy

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Oz Shy : The Economics of Network Industries before purchasing it in order to gage whether or not it would be worth my time, and all praised The Economics of Network Industries:

0 of 0 people found the following review helpful. Great high-level perspective of network effectsBy ttangI think this book is very clearly written and contains a lot of content in very little space. The models are basic and easy to understand, but that is entirely the point. It presents a great starting point for an undergraduate interested in this area, and even for graduate students who want to know the general landscape before delving into deeper, more technical papers. Like Fudenberg Tirole's Industrial Organization (IO) text, the papers it draws from are mostly IO theory from the 1980's and 1990's, but their perspectives are still relevant today, especially in the digital economy.Oz Shy is a clear

and knowledgeable writer and almost all of his claims are grounded on common sense. I highly recommend this book. 32 of 34 people found the following review helpful. Network economics in one solid and compact book By Mikko Valimäki This is an original academic textbook for network economics. Oz Shy starts the book by making some reasonable claims on his discipline at large: scientific papers in economics are too technical and use unnecessary amounts of calculus. Though the book is very analytical and covers a wide scope of issues, prerequisites are at a considerably low level. Because the book uses game theory and logical reasoning instead of calculus, it is accessible to readers with different backgrounds. This book will be in good use at least with the students of economics and engineering. The book starts from the basic economics of networks and then analyses various networked industries from hardware to software and airlines to social interactions. Most topics stand separately on their own feet. The book ends with a compact presentation on the used game theoretical concepts as appendices. Being a textbook in economics, however, does not excuse inaccurate and sometimes clearly misleading use of technical terms. I had serious problems understanding why "software" denotes in this book to all kind of digital content including music and movies. In my mind, the word software is restricted to computer programs and associated materials. Also, building models on some specific technology, Shy continuously leaps over the problem of defining its essential features, which should (or should not) be modeled. Taking definitions of technical terms as given (by Shy) can definitely confuse at least engineering students. In overall, this book might be best characterized as an academic add-on to the well-known business book "Information Rules" by Carl Shapiro and Hal Varian. With some inaccuracies and perhaps some time-gap to real world applications, it makes a good textbook. Essential parts are timeless and presentation clear. 12 of 16 people found the following review helpful. Buy Gottinger's book instead By A Customer This is a very interesting book that covers the full range of network industries - and is in many ways a welcome addition to the literature. However, I found the pitch of the book to be not quite right. In an attempt to satisfy a student market, the presentation is a little simplistic in places. Although there are IO courses everywhere, there are few solely devoted to network industries - so it is surprising that the publishers risked producing a paperback. As a consumer, the price of Professor Shy's book is an appealing factor, but I found Hans Gottinger's far more up-to-date, rigorous and analytical book of the same title (Routledge, 2003) more stimulating.

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.

"[T]he book consists of a vivid presentation of what a network industry is [and is] the best single source for anyone wanting to get acquainted with the state of the art in this field today." Luca Lambertini, University of Bologna, Southern Economic Journal "At last: a definitive textbook on the economic theory of high technology! Up until now the literature on network economics has only been available in advanced journals. Oz Shy has managed to package it beautifully so that it is accessible to advanced undergraduates and beginning graduate students." Hal Varian, University of California, Berkeley "Oz Shy offers us in his latest book a very elegant, neat, and simple presentation of what economists have accomplished in the field of network goods. The array of topics covered is impressive: it ranges for the hardware and software industries to bank- and money-related issues. This is a major book devoted to a major topic. It should be read those students, scholars or decision/policy makers who want to understand something about this new (although sometimes quite old) domain of human activity and academic research." Jacques Thisse, CORE, Belgium "This valuable book about critical area of growing economic importance, by an author who himself has made significant contributions to the subject, fills a real gap in the market. It should be useful for both advanced undergraduate and graduate classes." Paul Klemperer, Nuffield College, Oxford University "This valuable book about a critical area of growing economic importance, by an author who himself has made significant contributions to the subject, fills a real gap in the market. It should be useful for both advanced undergraduate and graduate classes." Paul Klemperer, Nuffield College, Oxford University "Shy has succeeded in simplifying the arguments that economists have been feverishly debating in academic journals in the fields of network industries from telephony to the Internet...of considerable interest to researchers, industry professionals regulators and policymakers seeking a clear and concise explanation of the economics of high technology network industries as well as anyone interested in the Internet browser wars, implications of electronic libraries and publishing or the activities of omnipresent media communications moguls such as Bill Gates or Rupert Murdoch." CBQ