

Internet Economics

The Internet has rapidly become an important element of the economic system. The lack of accepted metrics for economic analysis of Internet transactions is therefore increasingly problematic. This book, one of the first to bring together research on Internet engineering and economics, attempts to establish such metrics. The chapters, which developed out of a 1995 workshop held at MIT, include architectural models and analyses of Internet usage, as well as alternative pricing policies. The book is organized into six sections: 1) Introduction to Internet Economics, 2) The Economics of the Internet, 3) Interconnection and Multicast Economics, 4) Usage Sensitive Pricing, 5) Internet Commerce, and 6) Internet Economics and Policy. Contributors Loretta Anania, Joseph P. Bailey, Nevil Brownlee, David Carver, David Clark, David W. Crawford, Ketil Danielsen, Deborah Estrin, Branko Gerovac, David Gingold, Jiong Gong, Alok Gupta, Shai Herzog, Clark Johnson, Martyn M. Hallgren, Frank P. Kelly, Charlie Lai, Alan K. McAdams, Jeffrey K. MacKie-Mason, Lee W. McKnight, Gennady Medvinsky, Liam Murphy, John Murphy, B. Clifford Neuman, Jon M. Peha, Joseph Reagle, Mitrabaran Sarkar, Scott Shenker, Marvin A. Sirbu, Richard Jay Solomon, Padmanabhan Srinagesh, Dale O. Stahl, Hal R. Varian, Qiong Wang, Martin Weiss, Andrew B. Whinston



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