

Home Page

The screenshot shows the Elgaronline website interface. At the top, there is a navigation bar with links for 'Home', 'Browse', 'Librarian services', 'Take a tour', 'Help', 'Purchase Options', 'Journals', 'My Content (1)', and 'My Searches (0)'. A search bar is located in the top right corner. Below the navigation bar, there is a 'Search within book' field and a 'Go' button. On the left side, there are 'Related Subjects' listed: 'Economics and Finance', 'Industrial Economics', 'Innovation and Technology', and 'Technology and ICT'. The main content area features a book cover for 'Handbook on the Economics of the Internet', edited by Johannes M. Bauer and Michael Latzer. The cover text describes the book as a single most important general purpose technology of recent times, discussing the Internet's impact on organization, competitive structure, and business models. Below the cover, there is a 'Table of Contents' section with expand/collapse buttons. The table of contents lists:

- Front Matter
- PART I: Prolog
 - Chapter 1: The economics of the Internet: an overview (Johannes M. Bauer and Michael Latzer) - Download PDF (669.9 KB)
- PART II: Theoretical Foundations
 - Chapter 2: The industrial organization of the Internet (Gunter Knieps and Johannes M. Bauer)

 On the right side of the book cover, there is a 'Handbook' section with publication details: 'Published in print: 27 May 2016', 'ISBN: 9780857939845', 'eISBN: 9780857939852', 'DOI: 10.4337/9780857939852', and 'Pages: c 608'. A 'Buy Book in Print' button is also present.

Logo



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Subjects

Internet--Economic aspects-- Handbooks, manuals, etc.

Information technology-- Economic aspects-- Handbooks, manuals, etc.

Accessibility

Subscription

Language

English

Publisher

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Brief History

The Handbook on the Economics of the Internet was published 27th may 2016. This handbook was edited by Johannes M. Bauer and Michael Latzer.

Scope and Coverage

This handbook reflects the facts that as the single most important general purpose technology of recent times, the Internet is transforming the organization, competitive structure and business models of the private, the public and non-profit sectors. The content of the handbook is subdivided into major five parts, namely part one- Prolog, part two- Theoretical Foundations, part three-Institutional Arrangements and Internet Architecture, part four-Economics and Management of Applications and Services, part five-Past and Future Trajectories. The part one and two reflect an overview of the economics of the Internet, industrial organization of the internet, the complex layer system of internet, peer production and cooperation, cultural economics and the Internet, and the political economy approach to the Internet. The part three has emphasized on points like competition and antitrust in Internet markets, the economics of Internet standards, the economics of copyright and the Internet, the economics of privacy, data protection and surveillance, economics of cyber security etc. The part four includes the important issues like Internet business strategies, the economics of Internet search, the economics of algorithmic selection on the Internet, online advertising economics etc. The part five includes the points like evolution of the Internet from a socioeconomic account, journey from the Internet of Science to the Internet of Entertainment.

Kind of Information

In 27 original chapters of this handbook, leading authors discuss theoretical and applied frameworks for the study of the economics of the Internet and its unique economics as a global information and communications infrastructure. They also examine the effects of the Internet on economic transactions (including social production, advertising, innovation, and intellectual property rights), the economics and management of Internet-based industries (including search, news, entertainment, culture, and virtual worlds), and the effects of the Internet on the economy at large.

Special Features

- The handbook includes index which facilitate the search through the handbook.
- The content of this handbook is shareable through the face book, twitter and more others.
- The handbook contains DOI number which makes possible for the users to search the hand book separately in the browser.

Arrangement Pattern The handbook is primarily subdivided into five parts (all of which have mentioned above). Each part includes the chapters. The parts and the chapters are arranged topic wise.

Remarks

The Internet is connecting an increasing number of individuals, organizations, and devices into global networks of information flows. It is accelerating the dynamics of innovation in the digital economy, affecting the nature and intensity of competition, and enabling private companies, governments, and the non-profit sector to develop new business models. In this new ecosystem many of the theoretical assumptions and historical observations upon which economics rests are altered and need critical reassessment. The Handbook on the Economics of the Internet is fulfilled the purpose and become a good source.

Comparable Tools

- Handbook of economic growth
(<http://web.stanford.edu/~chadj/Handbook.html>)
- Handbook of Economic Growth
(<https://ideas.repec.org/s/eee/grochp.html>)

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