



**The Economics of E-Commerce (International
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Michael R. Baye, John Morgan

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This comprehensive collection, edited by two pioneers of e-commerce, presents thirty of the most important papers written in the fields of economics, marketing and strategy. Topics covered include evaluation of the benefit to consumers of competition and product variety online, examination of auctions and reputational feedback mechanisms designed to mitigate informational asymmetries in online markets, and the debate on digital property rights including privacy, piracy and the open source movement. Together with an original introduction by the editors, this title provides a readily accessible wealth of material on the subject of e-commerce, invaluable to scholars and practitioners alike.

30 articles, dating from 2000 to 2011

Contributors include: M. Armstrong, P. Bajari, E. Brynjolfsson, A. Goldfarb, A. Goolsbee, M.L. Katz, M. Schwarz, C.E. Tucker, H. Varian, J. Waldfogel

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