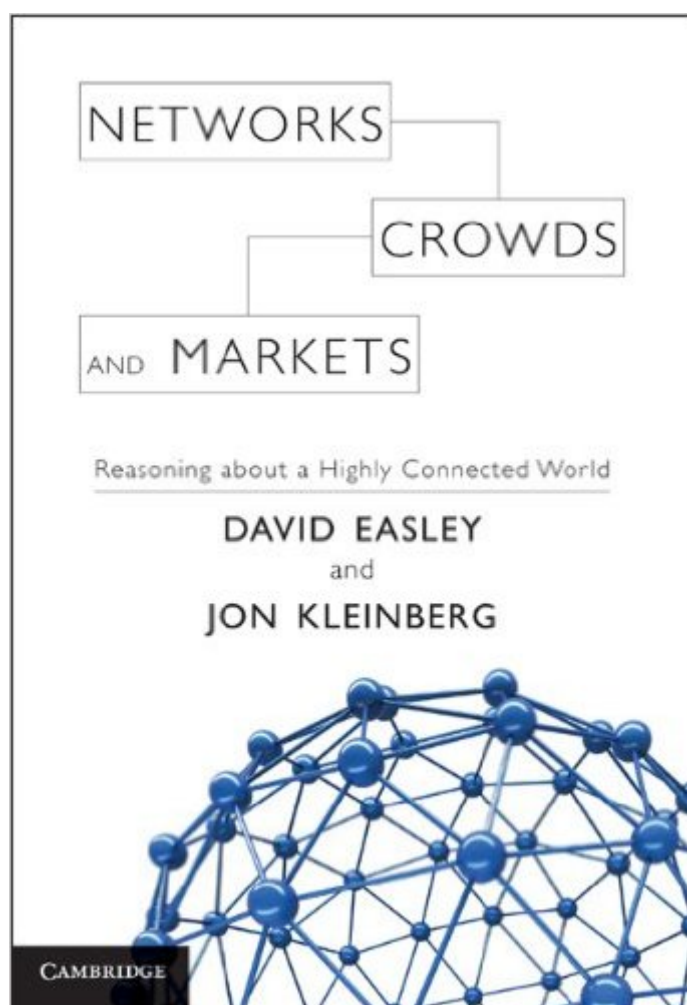


The book was found

# Networks, Crowds, And Markets



## Synopsis

Are all film stars linked to Kevin Bacon? Why do the stock markets rise and fall sharply on the strength of a vague rumour? How does gossip spread so quickly? Are we all related through six degrees of separation? There is a growing awareness of the complex networks that pervade modern society. We see them in the rapid growth of the Internet, the ease of global communication, the swift spread of news and information, and in the way epidemics and financial crises develop with startling speed and intensity. This introductory book on the new science of networks takes an interdisciplinary approach, using economics, sociology, computing, information science and applied mathematics to address fundamental questions about the links that connect us, and the ways that our decisions can have consequences for others.

## Book Information

File Size: 28428 KB

Print Length: 738 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Cambridge University Press; 1 edition (July 19, 2010)

Publication Date: July 19, 2010

Sold by:Â Digital Services LLC

Language: English

ASIN: B009019RPE

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #307,077 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #31

inÂ Kindle Store > Kindle eBooks > Nonfiction > Science > Physics > System Theory #47

inÂ Kindle Store > Kindle eBooks > Nonfiction > Science > Mathematics > Chaos & Systems #121

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## Customer Reviews

I've been working through this book over the past three months and I have to say that it is one of the best books that I have read all year. It covers a wide range of topics related to markets, networks and crowd behavior and each section generally begins with a simple model to gain an initial

understanding of the behavior of a particular situation, which is then progressively elaborated to reveal deeper insights. The models are continually compared to real world situations and discussion of the models helps to deepen your understanding of why some results which at first appear counter-intuitive, make sense. The exercises at the end of each chapter are just hard enough to test your understanding of the material, while still being easy enough to know whether your answers make sense. In the end, you are left with a more intuitive understanding of the phenomena and situations discussed encouraging deeper insight into how the world works. What is also interesting is the range of applicability of these models: from auctions and epidemics, to information cascades, building markets for new products, seeing how innovations spread through a population as well as network properties that block such spreading. The level of mathematics required to understand the models is not complex; basically a student in their final year of high school could follow most of the mathematics of the models. Having worked through this book, I feel more motivated to tackle more abstract treatments of Network Science, and I have also decided to explore some of the topics presented in greater depth (e.g. cascades)

Excellent introduction by two outstanding researchers. It introduces basic concepts on several fields (networks, game theory) together, in a way that no textbook does -in this era of over-specialization, a breadth of fresh air. Even though it minimizes formulas (it is directed to a general undergraduate audience) it does not abandon \*rigor\*, providing nice proofs of basic results. Very highly recommended to those who want/need an introduction to networks -even experts could probably learn a thing or two.

I would like to add to the posted reviews that this book explains concepts in a gentle way. It is a forgiving textbook to which one can return randomly and recover his or her mind-state fairly quickly. Yet, it is very powerful, as it introduces concepts which are fundamental to the modern thinking. It has a potential of becoming as influential as Pauling's "The Nature of the Chemical Bond" was for chemists. Let us speculate that this book is an example of why America's scientific and technological leadership was bound to continue, as long as most of the best world's books should appear in English first, and it would take 5-10 years for those to get identified, translated, and published elsewhere. There is simply no way to lead, without teams of people educated on books like this one.

Networks, Crowds and Markets: Reasoning About a Highly Connected World offers a college-level

text surveying the connectedness of modern society, from the Internet to global communication, the spread of news and information, and more. It considers the networks and behaviors of groups of people that evolve from such connections and provides undergrads with a textbook considering the economics, sociology, computing and other factors of networks and behavior patterns. A top pick for college-level sociology collections!

This is without doubt one of the most well-written books I've read in a long time. I'm already a big fan of Kleinberg's Algorithm Design, and my expectations were high when I started reading this book. Needless to say, I enjoyed reading every chapter of the text--the writing is very fluid and coherent, with just the right amount of mathematical rigor that won't overwhelm the self-learner. The authors do a superb job of taking concepts from basic network analysis and graph theory, and applying them to social and economic networks to create models that explain everyday phenomena. I picked up this book in order to learn more about social networks, and I suppose I couldn't have expected a better introduction. There is a draft version of the book available at the authors' website, and in fact I ordered a copy of the book as soon as I had read a few pages of the draft--I knew instantly that it was the right book for me. Excellent writing.

This is a nice introductory book to network ideas and some basic math concepts for network analysis. The math is made very easy and intelligible. There are lots of examples of real networks that have been studied. I think it makes for a good undergraduate textbook.

This book starts with an analysis of the game theory by a general view. If we study particularly the way of connecting the paths, we have an approach to many questions of several matters. Those questions are the traditional of the game theory, but the book talks also about the Web structure, the relation with the market, the power laws. The last case connects the game theory with the fractals. Other facts whom have a sure interest by this point of view are related to the biology, the voting system, the intellectual property.

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