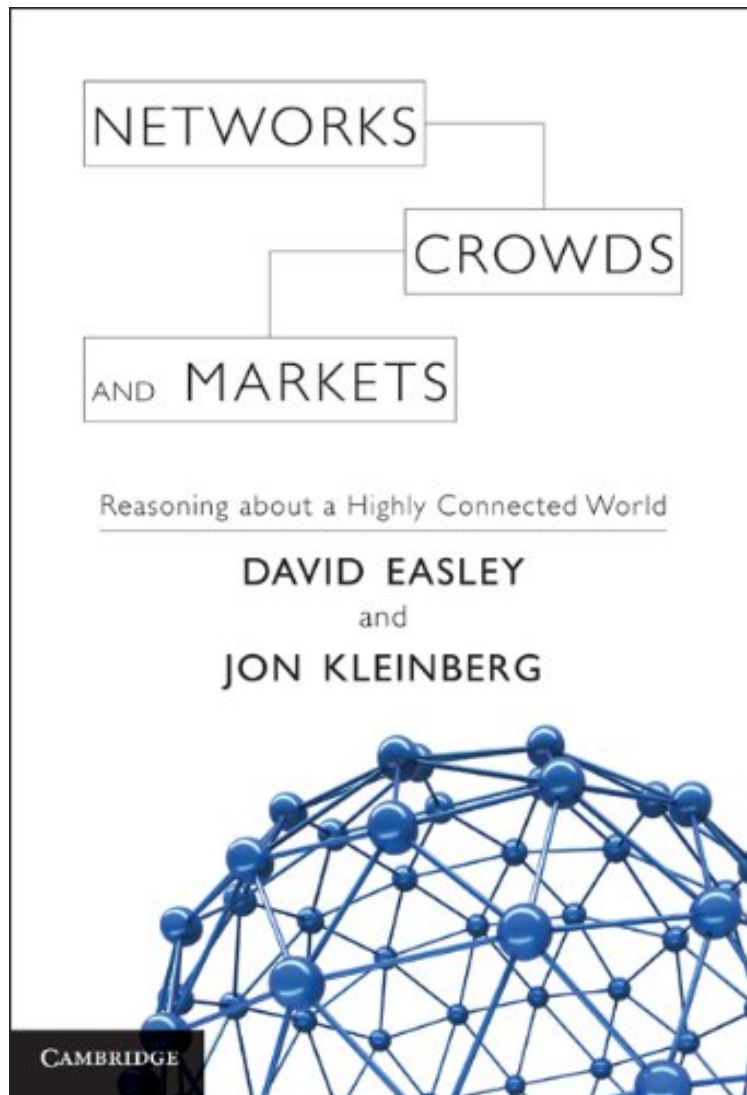


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Networks, Crowds, and Markets

David Easley, Jon Kleinberg

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book." George K. Thiruvathukal, IEEE Computing in Science and Engineering "This text offers an integrated, but not superficial, introduction to these new mathematical concepts and their application across a range of social problems. Each section provides rigorous proofs of key results and rich references to the literature, while remaining accessible to the undergraduate with only a high school mathematics background. It also holds great promise for people with a strong background in another field who wish to understand some of the key questions addressed by the social sciences." H. Van Dyke Parunak, Computing s "Networks, Crowds, and markets offers students an excellent opportunity to relate enduring conceptual material, taught in numerous traditional courses, to their fast-paced and ever-changing world. Typically, textbooks have not often done so. This work serves, therefore, not only as motivation for students to appreciate the beauty of the abstract, but also as a model for what textbooks might become in the near future." Sandra L. Arlinghaus, Mathematical s "This is a fun book. It offers a feast learning curve without confusing the reader with technical details, and it opens a great and timely perspective on dynamical processes in social systems. Easley, an economist, and Kleinberg, a computer scientist, accomplish the difficult task of making the subject available to students from basically any field without being superficial... a hot pick for interested students and researchers new to the interdisciplinary field of complex networks." Dirk Brockmann, Physics Today

About the Author David Easley is the Henry Scarborough Professor of Social Science and a Professor of Economics at Cornell University. He was previously an Overseas Fellow of Churchill College, Cambridge. His research is in the fields of economics, finance, and decision theory. In economics, he focuses on learning, wealth dynamics, and natural selection in markets. In finance, his work focuses on market microstructure and asset pricing. In decision theory, he works on modeling decision making in complex environments. He is a Fellow of the Econometric Society and a member of the NASDAQ-OMX Economic Advisory Board. Jon Kleinberg is the Tisch University Professor in the Computer Science Department at Cornell University. He is a member of the National Academy of Engineering and the American Academy of Arts and Sciences. His research focuses on issues at the interface of networks and information, with an emphasis on the social and information networks that underpin the Web and other online media. He is the recipient of MacArthur, Packard, and Sloan Foundation Fellowships; the Nevanlinna Prize; the ACM-Infosys Foundation Award; and the National Academy of Sciences Award for Initiatives in Research.