

Internet Economics: Understanding Digital and New Media Markets

Paolo Cellini

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**Understanding Digital
and New Media Markets**

**Foreword
by Vint Cerf**



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Paolo Cellini : Internet Economics: Understanding Digital and New Media Markets before purchasing it in order to gauge whether or not it would be worth my time, and all praised Internet Economics: Understanding Digital and New Media Markets:

Internet economics is a systematic review about Internet industry and economy. The World Wide Web is analyzed, utilizing an extensive and comprehensive statistical data/literature review, both as medium and as meta-platform giving the basis for a new and original perspective about historical evolution and technological trajectories . Internet markets, their perimeters and dimensions, are described in detail by means of the LIIF Model, a new conceptual

framework that allows: a systematic mapping of market structure itself; supply and demand dynamics evolution; a taxonomy of product-services; a clearer understanding of the Internet phenomenon.