

# Future Of E-markets

[DOWNLOAD HERE](#)

Combines economics and computer science to present the multi-billion dollar internet auction industry. Dynamic pricing and on-line auctions are emerging as the preferred models for e-business. Forrester Research predicts that business-to-business Internet auctions will grow to \$52.6 billion by 2002, while dynamically priced business-to-business transactions will rise to \$88 billion, representing 27 of the value of all business-to-business e-commerce transactions. This multi-disciplinary book presents a framework of negotiation protocols for electronic markets. It is the first book to combine economics with computer science and the first to describe multidimensional auction mechanisms - i.e. automated negotiations on multiple attributes and/or multiple units of a product. In addition it summarises the introductory economics needed to understand electronic markets, and surveys the literature on negotiation and auction theory. Case studies include the trading of financial derivatives. For use in the design, implementation and upgrade of electronic markets, for researchers in: economics, information systems and operations management, computer science and all students of the e-commerce phenomenon. EAN/ISBN : 9780511032318 Publisher(s): Cambridge University Press Format: ePub/PDF Author(s): Bichler, Martin

[DOWNLOAD HERE](#)

Similar manuals: