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Networks, Crowds, and Markets combines different scientific perspectives in its approach to understanding networks and behavior. Drawing on ideas from economics, sociology, computing and information science, and applied mathematics, it describes the emerging field of study that is growing at the interface of all these areas, addressing fundamental questions about how the social, economic, and technological worlds are connected.

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From the book Networks, Crowds, and Markets: Reasoning about a Highly Connected World. By David Easley and Jon Kleinberg. Cambridge University Press, 2010. Complete preprint on-line at <http://www.cs.cornell.edu/home/kleinber/networks-book/> One of the powerful roles that networks play is to bridge the local and the global — to

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The Networks book that I co-authored with Jon Kleinberg was published in the Summer of 2010 by Cambridge University Press. This book is based on the undergraduate course, Networks, that we developed and taught at Cornell University. Free access to pdfs of the chapters are available at Networks, Crowds, and Markets: Reasoning About a Highly Connected World

**David Easley, Professor, Cornell University, Field of...**

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**Networks, Crowds, and Markets: Reasoning ab 1st Edition—**

Networks, Crowds, and Markets Reasoning about a Highly Connected World David Easley Cornell University Jon Kleinberg Cornell University CAMBRIDGE UNIVERSITY PRESS Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, Sã o Paulo, Delhi, Dubai, Tokyo Cambridge University Press The Edinburgh Building, Cambridge CB2 8RU, UK Published in the United States of America by Cambridge University Press, New York Information on this title: © David Easley and Jon Kleinberg 2010 This publication ...

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.

Over the past decade there has been a growing public fascination with the complex connectedness of modern society. This connectedness is found in many incarnations: in the rapid growth of the Internet, in the ease with which global communication takes place, and in the ability of news and information as well as epidemics and financial crises to spread with surprising speed and intensity. These are phenomena that involve networks, incentives, and the aggregate behavior of groups of people; they are based on the links that connect us and the ways in which our decisions can have subtle consequences for others. This introductory undergraduate textbook takes an interdisciplinary look at economics, sociology, computing and information science, and applied mathematics to understand networks and behavior. It describes the emerging field of study that is growing at the interface of these areas, addressing fundamental questions about how the social, economic, and technological worlds are connected.

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A graduate-level, mathematically rigorous introduction to strategic behavior in a networked world. This introductory graduate-level text uses tools from game theory and graph theory to examine the role of network structures and network effects in economic and information markets. The goal is for students to develop an intuitive and mathematically rigorous understanding of how strategic agents interact in a connected world. The text synthesizes some of the central results in the field while also simplifying their treatment to make them more accessible to nonexperts. Thus, students at the introductory level will gain an understanding of key ideas in the field that are usually only taught at the advanced graduate level. The book introduces basic concepts from game theory and graph theory as well as some fundamental algorithms for exploring graphs. These tools are then applied to analyze strategic interactions over social networks, to explore different types of markets and mechanisms for networks, and to study the role of beliefs and higher-level beliefs (beliefs about beliefs). Specific topics discussed include coordination and contagion on social networks, traffic networks, matchings and matching markets, exchange networks, auctions, voting, web search, models of belief and knowledge, and how beliefs affect auctions and markets. An appendix offers a " Primer on Probability. " Mathematically rigorous, the text assumes a level of mathematical maturity (comfort with definitions and proofs) in the reader.

Written by high performance computing (HPC) experts, Introduction to High Performance Computing for Scientists and Engineers provides a solid introduction to current mainstream computer architecture, dominant parallel programming models, and useful optimization strategies for scientific HPC. From working in a scientific computing center, the author

Networks of relationships help determine the careers that people choose, the jobs they obtain, the products they buy, and how they vote. The many aspects of our lives that are governed by social networks make it critical to understand how they impact behavior, which network structures are likely to emerge in a society, and why we organize ourselves as we do. In Social and Economic Networks, Matthew Jackson offers a comprehensive introduction to social and economic networks, drawing on the latest findings in economics, sociology, computer science, physics, and mathematics. He provides empirical background on networks and the regularities that they exhibit, and discusses random graph-based models and strategic models of network formation. He helps readers to understand behavior in networked societies, with a detailed analysis of learning and diffusion in networks, decision making by individuals who are influenced by their social neighbors, game theory and markets on networks, and a host of related subjects. Jackson also describes the varied statistical and modeling techniques used to analyze social networks. Each chapter includes exercises to aid students in their analysis of how networks function. This book is an indispensable resource for students and researchers in economics, mathematics, physics, sociology, and business.

Here is a fresh, intriguing, and, above all, authoritative book about how our sometimes hidden positions in various social structures—our human networks—shape how we think and behave, and inform our very outlook on life. Inequality, social immobility, and political polarization are only a few crucial phenomena driven by the inevitability of social structures. Social structures determine who has power and influence, account for why people fail to assimilate basic facts, and enlarge our understanding of patterns of contagion—from the spread of disease to financial crises. Despite their primary role in shaping our lives, human networks are often overlooked when we try to account for our most important political and economic practices. Matthew O. Jackson brilliantly illuminates the complexity of the social networks in which we are—often unwittingly—positioned and aims to facilitate a deeper appreciation of why we are who we are. Ranging across disciplines—psychology, behavioral economics, sociology, and business—and rich with historical analogies and anecdotes, The Human Network provides a galvanizing account of what can drive success or failure in life.

The scientific study of networks, including computer networks, social networks, and biological networks, has received an enormous amount of interest in the last few years. The rise of the Internet and the wide availability of inexpensive computers have made it possible to gather and analyze network data on a large scale, and the development of a variety of new theoretical tools has allowed us to extract new knowledge from many different kinds of networks. The study of networks is broadly interdisciplinary and important developments have occurred in many fields, including mathematics, physics, computer and information sciences, biology, and the social sciences. This book brings together for the first time the most important breakthroughs in each of these fields and presents them in a coherent fashion, highlighting the strong interconnections between work in different areas. Subjects covered include the measurement and structure of networks in many branches of science, methods for analyzing network data, including methods developed in physics, statistics, and sociology, the fundamentals of graph theory, computer algorithms, and spectral methods, mathematical models of networks, including random graph models and generative models, and theories of dynamical processes taking place on networks.

Multilayer networks is a rising topic in Network Science which characterizes the structure and the function of complex systems formed by several interacting networks. Multilayer networks research has been propelled forward by the wide realm of applications in social, biological and infrastructure networks and the large availability of network data, as well as by the significance of recent results, which have produced important advances in this rapidly growing field. This book presents a comprehensive account of this emerging field. It provides a theoretical introduction to the main results of multilayer network science.

A practical introduction to network science for students across business, cognitive science, neuroscience, sociology, biology, engineering and other disciplines.

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