



z

MBA

б

б

б

Г

Е

о

б

€



Г
б

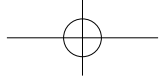
Е
ж

з

1587

б

б ж з а



Information Rules: A Strategic Guide to the Network Economy

“ ”
M H • Capj Sfangpm • Haj
Vapgal

HAL VARIAN

6 Sfangpm

6

IT

6

ICT

6

6

15

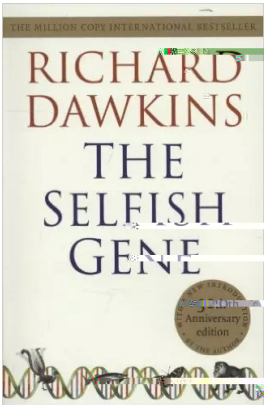
6

I'

6 L

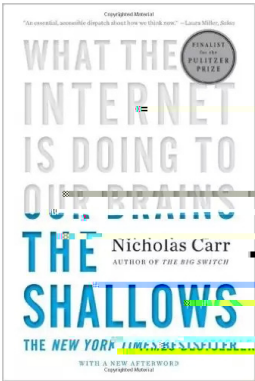
15

6



The Selfish Gene

M H • Rgcfapd Dau iglq
Ж 3
6
I' L
6
6
Ж 3
6
Ж 3
6
Ж 3
6
Ж 3
6



The Shallows What the Internet is doing to Our Brains

“ ”
M H • Ngcfmjaq Capp
6
6
2010
6 70 80
I' L I' L
6
I' L
I' L
6
Ж 3 I'
L
6
I' L 6