Information Rules

A STRATEGIC GUIDE TO THE NETWORK ECONOMY

Carl Shapiro
Hal R. Varian

HARVARD BUSINESS SCHOOL PRESS
BOSTON, MASSACHUSETTS
Contents

Preface ix

1 The Information Economy

2 Pricing Information 19

3 Versioning Information 53

4 Rights Management 83

5 Recognizing Lock-In 103

6 Managing Lock-In 135

7 Networks and Positive Feedback 173

8 Cooperation and Compatibility 227

9 Waging a Standards War 261

10 Information Policy 297