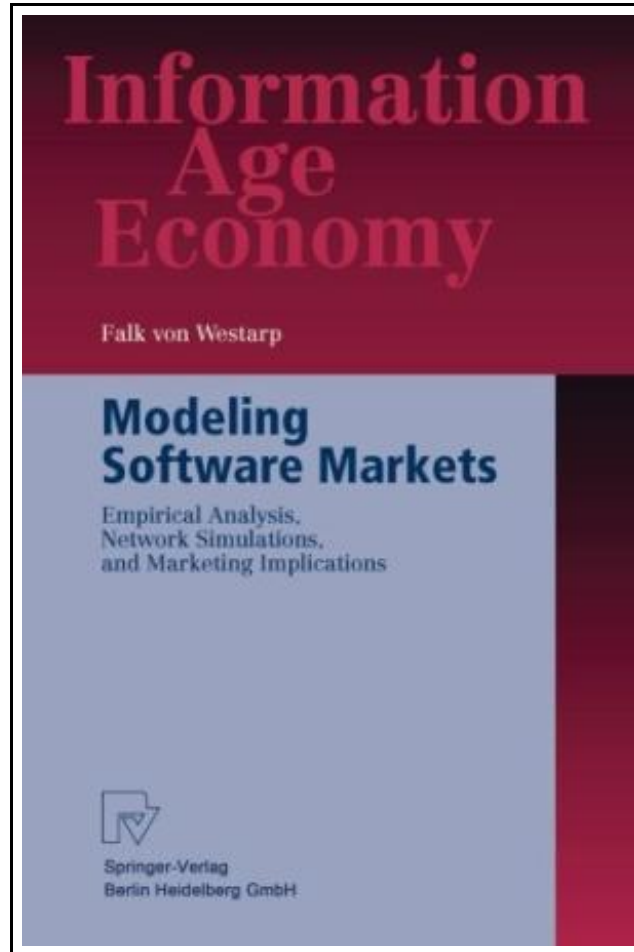# Modeling Software Markets

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MODELING SOFTWARE MARKETS

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Book Condition: New. Publisher/Verlag: Physica-Verlag | Empirical Analysis, Network Simulations, and Marketing Implications | As social beings, humans are not living in isolation but rather interact and communicate within their social network via language, meant to convey parts of some conceptualization from the sender to a single recipient or a set of recipients. Communities of agents not only share a common language but also the individual conceptualizations of the world (real and abstract) have to overlap to a significant extent, allowing for efficient reference to whole conceptual structures like "the German constitution", "game theory" or "medical sciences". For "societies" of interacting technical devices or software agents the situation is not quite as Babylonian since although these agents are meant to act individually (and also have a private state and private knowledge) in most cases they are designed to refer to one common ontology or standardized protocol and thus do not have to deal with misunderstanding. However, the more these systems become interconnected, the more this situation resembles the one described for societies of human agents even though the misunderstanding might be easier to detect when the different reference ontologies are made explicit and published. Obviously, in both cases standardization of a common language or set of rules for interaction reduces the individual degree of freedom for the sake of compatibility and benefits derived from interaction. In his work, Falk Graf von Westarp addresses the software market as a domain strongly depending on compatibility effects of the individuals' decisions. | 1 Introduction.- 2 Characteristics of Software Markets.- 3 Empirical Analysis of Software Markets.- 4 Modeling Decisions on Software Standards in Information Networks.- 5 Diffusion of Innovations and Network Effect Theory.- 6 Simulation Model of the Software Market.- 7 Marketing Implications.- 8 Conclusions and Further Research.- References.- List of Figures.- List of...

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