



北大光华 MBA:  
荐书挑战

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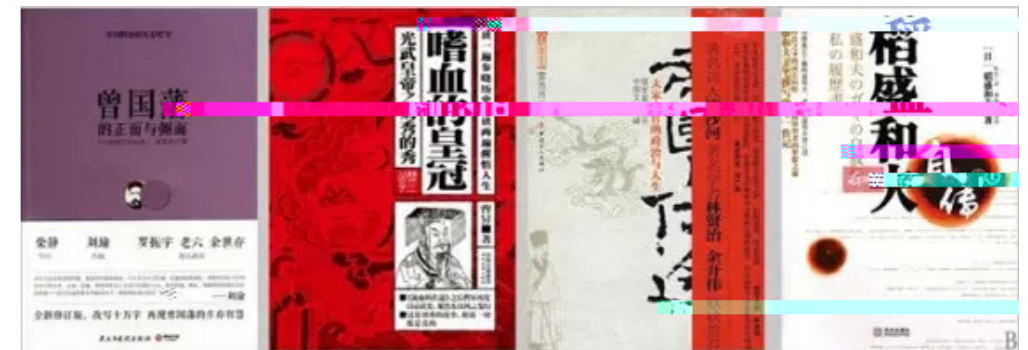


MBA



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Information Rules: A Strategic Guide to the Network Economy

Carl Shapiro Hal Varian

HAL VARIAN

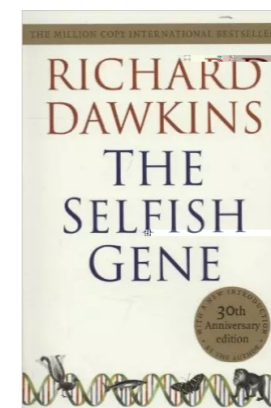
Shapiro

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ICT

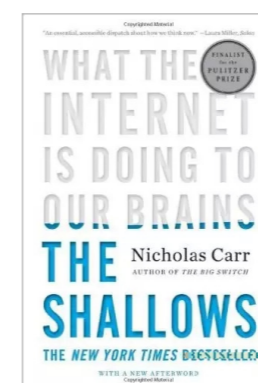
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The Self sh Gene

Richard Dawkins



The Shallows What the Internet is doing to Our Brains

Nicholas Carr

2010

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