



北大光华 MBA:
荐书挑战

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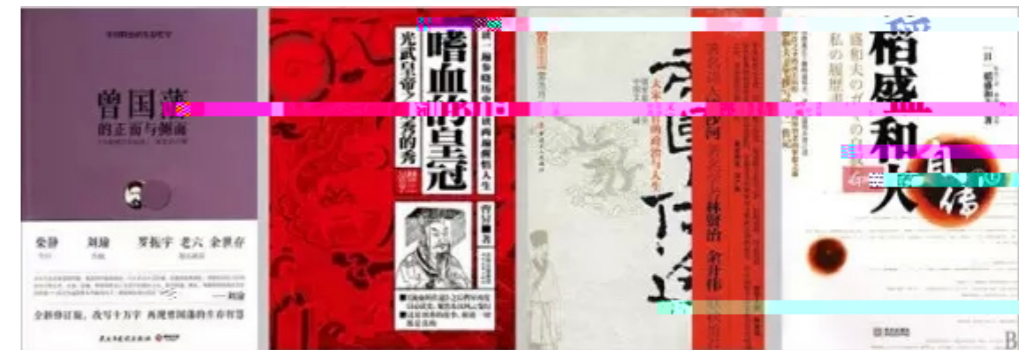


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Information Rules: A Strategic Guide to the Network Economy

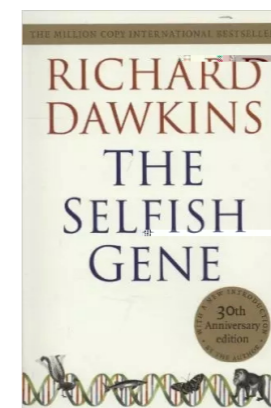
Carl Shapiro Hal Varian

SHAPIRO HAL VARIAN

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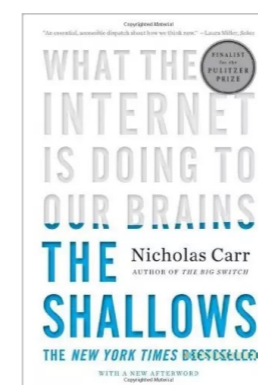
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The Self sh Gene

Richard Dawkins



The Shallows What the Internet is doing to Our Brains

Nicholas Carr

2010

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