

Agent-mediated electronic commerce : designing trading strategies and mechanisms for electronic markets : AMEC 2010, Toronto, ON, Canada, May 10, 2010 and TADA 2010, Cambridge, MA, USA, June 7, 2010 : revised selected papers

Esther David, editor

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Abstrak

The papers examine emerging topics such as ad auctions and supply chains, or the interactions between competing markets, and present novel algorithms and rigorous theoretical results. Several of them evaluate their results using real data from large e-commerce sites or from experiments with human traders.