

15.575 Readings for Mar 11: Economics of Networks, Standards, Lock-I

Two-Page Assignment:

Please write a two page memo addressing the question below. My strong preference is that you do NOT use attachments. Instead, the memo should be in the body of the email itself. The length is a maximum of 500 words – be concise. Please email the memo to me no later than 11:59pm on Wednesday, March 10 (the day BEFORE class). Please also remember to include “15.575 Memo” in the subject of the email.

Consider a specific product or service that is new to the market (either think about a real-world example or consider a hypothetical new product). How do network externalities affect the introduction of this product? Address any one of the following:
1) product marketing, 2) technological design choices, or 3) public policy.