Searle Center Book Preview Roundtable

_Innovation from the Edges: The Economics of Creating the Commercial Internet_ by Shane Greenstein

Thursday, December 6, 2012—Friday, December 7, 2012

Northwestern University School of Law
Searle Center Conference Room
Rubloff Building Suite #542
750 N. Lake Shore Drive, Chicago, IL

**Thursday, December 6th**

2:30 p.m.  
Arrival Searle Center 5th Floor

3:00-5:00  
Session One:  
Chapter 1: Ubiquitous Clicks  
Chapter 10: Platforms, Proprietary and Participatory

5:30-7:30  
Dinner Reception at Devon Seafood Grill (39 E. Chicago Avenue)

**Friday, December 7th**

8:00-9:00 a.m.  
Breakfast

9:00-10:30  
Session Two:  
Chapter 11: Overcoming the Two Conundrums  
Chapter 12: Virulent Word of Mouse

10:45-12:15  
Session Three:  
Chapter 15: The High Cost of a Cheap Lesson  
Essay from _Capitalism and Society_ (basis for Chapter 17)

12:15-1:30  
Lunch

1:30  
Adjourn

**Confirmed Participants (as of 1/15/2013):**

1. Jonathan B. Baker, American University Washington College of Law  
2. Jennifer Brown, Kellogg School of Management, Northwestern University (Thursday only)  
3. Peter C. DiCola, Northwestern University School of Law  
4. Kenneth S. Flamm, Lyndon B. Johnson School of Public Affairs, The University of Texas at Austin  
5. Chris Forman, Georgia Tech, Ernest Scheller Jr. College of Business (Friday only)  
6. Avi Goldfarb, Joseph L. Rotman School of Management, University of Toronto  
7. Shane Greenstein, Kellogg School of Management, Northwestern University  
8. Sarit Markovich, Kellogg School of Management, Northwestern University  
9. Ryan C. McDevitt, Simon Graduate School of Business, University of Rochester  
11. Jeffrey T. Prince, Kelley School of Business, Indiana University  
12. William P. Rogerson, Department of Economics, Northwestern University  
14. Scott Savage, Department of Economics, University of Colorado, Boulder  
15. James B. Speta, Northwestern University School of Law  
16. Daniel F. Spulber, Kellogg School of Management, Northwestern University (Thursday only)  
17. Koleman Strumpf, University of Kansas School of Business