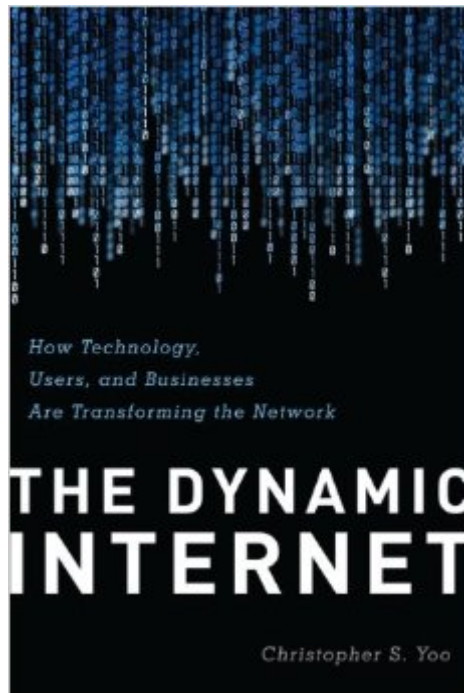


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# The Dynamic Internet: How Technology, Users, And Businesses Are Transforming The Network



## Synopsis

The Dynamic Internet: How Technology, Users, and Businesses are Changing the Network offers a comprehensive history of the Internet and efforts to regulate its use. University of Pennsylvania law professor Christopher S. Yoo contends that rather than engaging in prescriptive regulatory oversight, the government should promote competition in other ways, such as reducing costs for consumers, lowering entry barriers for new producers, and increasing transparency. These reforms would benefit consumers while permitting the industry to develop new solutions for emerging problems. It is fruitless for government to attempt to lock the burgeoning online industry into any particular architecture; rather, policymakers should act with the knowledge that no one actor can foresee how the network is likely to evolve in the future.

## Book Information

Hardcover: 184 pages

Publisher: AEI Press (September 14, 2012)

Language: English

ISBN-10: 0844772275

ISBN-13: 978-0844772271

Product Dimensions: 6.2 x 0.7 x 9.3 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â Â See all reviews Â (3 customer reviews)

Best Sellers Rank: #1,900,423 in Books (See Top 100 in Books) #77 in Â Books > Business & Money > Economics > Commercial Policy #1243 in Â Books > Computers & Technology > Networking & Cloud Computing > Data in the Enterprise #2367 in Â Books > Business & Money > Management & Leadership > Information Management

## Customer Reviews

Yoo`s book is a concise overview of how Internet architecture has evolved and a principled discussion of the public policies that should govern the Net going forward. For those who monitor ongoing developments in cyberlaw and digital economics, Yoo`s book is essential reading. Yoo makes two straight-forward arguments in his new book. First, the Internet is changing. In Part 1 of the book, Yoo offers a layman-friendly overview of the changing dynamics of Internet architecture and engineering. He documents the evolving nature of Internet standards, traffic management and congestion policies, spam and security control efforts, and peering and pricing policies. He also discusses the rise of peer-to-peer applications, the growth of mobile broadband, the emergence of

the app store economy, and what the explosion of online video consumption means for ongoing bandwidth management efforts. Those are the supply-side issues. Yoo also outlines the implications of changes in the demand-side of the equation, such as changing user demographics and rapidly evolving demands from consumers. He notes that these new demand-side realities of Internet usage are resulting in changes to network management and engineering, further reinforcing changes already underway on the supply-side. Yoo's second point in the book flows logically from the first: as the Internet continues to evolve in such a highly dynamic fashion, public policy must as well. Yoo is particularly worried about calls to lock in standards, protocols, and policies from what he regards as a bygone era of Internet engineering, architecture, and policy. "The dramatic shift in Internet usage suggests that its founding architectural principles from the mid-1990s may no longer be appropriate today," he argues. (p.

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