

**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 5<sup>th</sup> 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
10. **Kristina McElheran**, Harvard Business School
11. **Jeffrey T. Prince**, Kelley School of Business, Indiana University
12. **William P. Rogerson**, Department of Economics, Northwestern University
13. **Gregory L. Rosston**, Stanford Institute for Economic Policy Research, Stanford 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