

## Virtual Competition The Promise And Perils Of The Algorithm Driven Economy

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This is the task that two of the world's leading competition law scholars, Ariel Ezrachi and Maurice Stucke, have set themselves in Virtual Competition: The Promise and Perils of the Algorithm-Driven Economy. This highly readable and authoritative account sets out the ways that platforms have replaced the invisible hand with a digitised one – a hand that is human-engineered, subject to corporate control and manipulation, and prone to charges of unlawfulness, on three fronts in particular.

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petition. These themes are explored in our book, Virtual Competition: The Promise and Perils of the Algorithm-Driven Economy (Harvard University Press, 2016). II. THE CHANGING COMPETITION LANDSCAPE The increased automation of computerized protocols and the rapid developments in technology have changed the way we interact, communicate, and trade.

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"A convincing case for the need to rethink competition law to cope with algorithmic capitalism's potential for malfeasance."--John Naughton, The Observer. Virtual Competition: The Promise and Perils of the Algorithm-Driven Economy (Paperback)

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