"The Strange Economic Behavior of the Information Era"  
  
This presentation introduces some economic concepts in a non-orthodox way, relating them to physical phenomena, to explain some peculiarities of the Internet economic environment.  The talk discusses how the Internet economy violates classic principles, well established by Adam Smith, Karl Marx, and other important economists.  The evolution of the World Wide Web is discussed, along with some interesting anecdotes, that contradict the usual history of the Internet.  The origins of Amazon, Google, Facebook, and other engines are discussed, and it is shown that most of them derived from simple features of the UNIX system.