



















## REFERENCES

- [1] Maria-Florina Balcan, Avrim Blum, and Yishay Mansour. 2008. Item Pricing for Revenue Maximization. In *EC*.
- [2] Patrick Briest and Piotr Krysta. 2006. Single-minded unlimited supply pricing on sparse instances. In *SODA*.
- [3] Meeyoung Cha, Alan Mislove, Ben Adams, and Krishna P. Gummadi. 2008. Characterizing Social Cascades in Flickr. In *WOSN*.
- [4] Ning Chen, Arpita Ghosh, and Sergei Vassilvitskii. 2008. Optimal Envy-free Pricing with Metric Substitutability. In *EC*.
- [5] Maurice Cheung and Chaitanya Swamy. 2008. Approximation algorithms for single-minded envy-free profit-maximization problems with limited supply. In *FOCS*.
- [6] Shaleen Deep and Paraschos Koutris. 2017. The Design of Arbitrage-Free Data Pricing Schemes. In *ICDT*.
- [7] Milad Eftekhar, Nick Koudas, and Yashar Ganjali. 2015. Reaching a desired set of users via different paths: an online advertising technique on micro-blogging platforms. In *EDBT*.
- [8] Milad Eftekhar, Saravanan Thirumuruganathan, Gautam Das, and Nick Koudas. 2014. Price trade-offs in social media advertising. In *COSN*.
- [9] Michal Feldman, Amos Fiat, Stefano Leonardi, and Piotr Sankowski. 2012. Revenue Maximizing Envy-free Multi-unit Auctions with Budgets. In *EC*.
- [10] Amos Fiat and Amiram Wingarten. 2009. Envy, multi envy, and revenue maximization. In *WINE*.
- [11] Adrien Guille, Hakim Hacid, Cecile Favre, and Djamel A. Zighed. 2013. Information Diffusion in Online Social Networks: A Survey. *SIGMOD Rec.* (2013).
- [12] Faruk Gul and Ennio Stacchetti. 1999. Walrasian equilibrium with gross substitutes. *Journal of Economic theory* (1999).
- [13] Venkatesan Guruswami, Jason D. Hartline, Anna R. Karlin, David Kempe, Claire Kenyon, and Frank McSherry. 2005. On Profit-maximizing Envy-free Pricing. In *SODA*.
- [14] Jason Hartline and Qiqi Yan. 2011. Envy, Truth, and Profit. In *EC*.
- [15] Sungjin Im, Pinyan Lu, and Yajun Wang. 2010. Envy-free Pricing with General Supply Constraints. In *WINE*.
- [16] R. M. Karp, U. V. Vazirani, and V. V. Vazirani. 1990. An Optimal Algorithm for On-line Bipartite Matching. In *STOC*. 352–358.
- [17] Paraschos Koutris, Prasang Upadhyaya, Magdalena Balazinska, Bill Howe, and Dan Suciu. 2012. Query-based Data Pricing. In *PODS*.
- [18] Paraschos Koutris, Prasang Upadhyaya, Magdalena Balazinska, Bill Howe, and Dan Suciu. 2013. Toward Practical Query Pricing with QueryMarket. In *SIGMOD*.
- [19] Péter Kovács. 2015. Minimum-cost flow algorithms: an experimental evaluation. *Optimization Methods and Software* (2015).
- [20] Herman B Leonard. 1983. Elicitation of honest preferences for the assignment of individuals to positions. *The Journal of Political Economy* (1983).
- [21] Chao Li and Jerome Miklau. 2012. Pricing Aggregate Queries in a Data Marketplace. In *WebDB*.
- [22] Bing-Rong Lin and Daniel Kifer. 2014. On Arbitrage-free Pricing for General Data Queries. *VLDB Endow.* (2014).
- [23] Noam Nisan, Tim Roughgarden, Eva Tardos, and Vijay V Vazirani. 2007. *Algorithmic game theory*. Cambridge University Press.
- [24] Carl Shapiro and Hal R Varian. 1998. Versioning: the smart way to sell information. *Harvard Business Review* (1998).
- [25] Vasilis Syrgkanis and Johannes Gehrke. 2015. Pricing Queries Approximately Optimally. In *CoRR*.
- [26] Chaolun Xia, Saikat Guha, and Shan Muthukrishnan. 2016. Targeting Algorithms for Online Social Advertising Markets. In *ASONAM*.