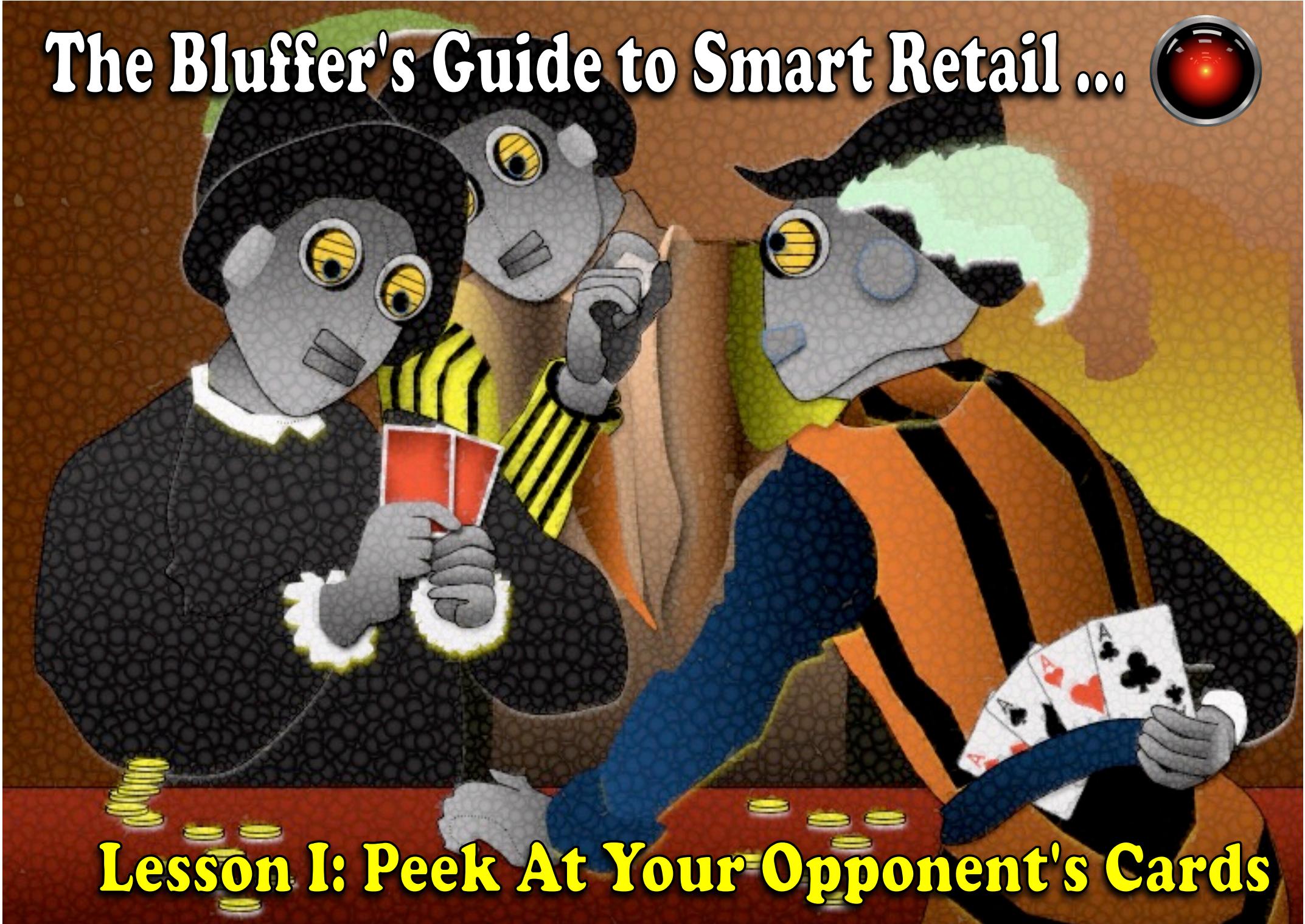
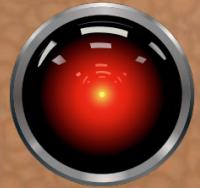
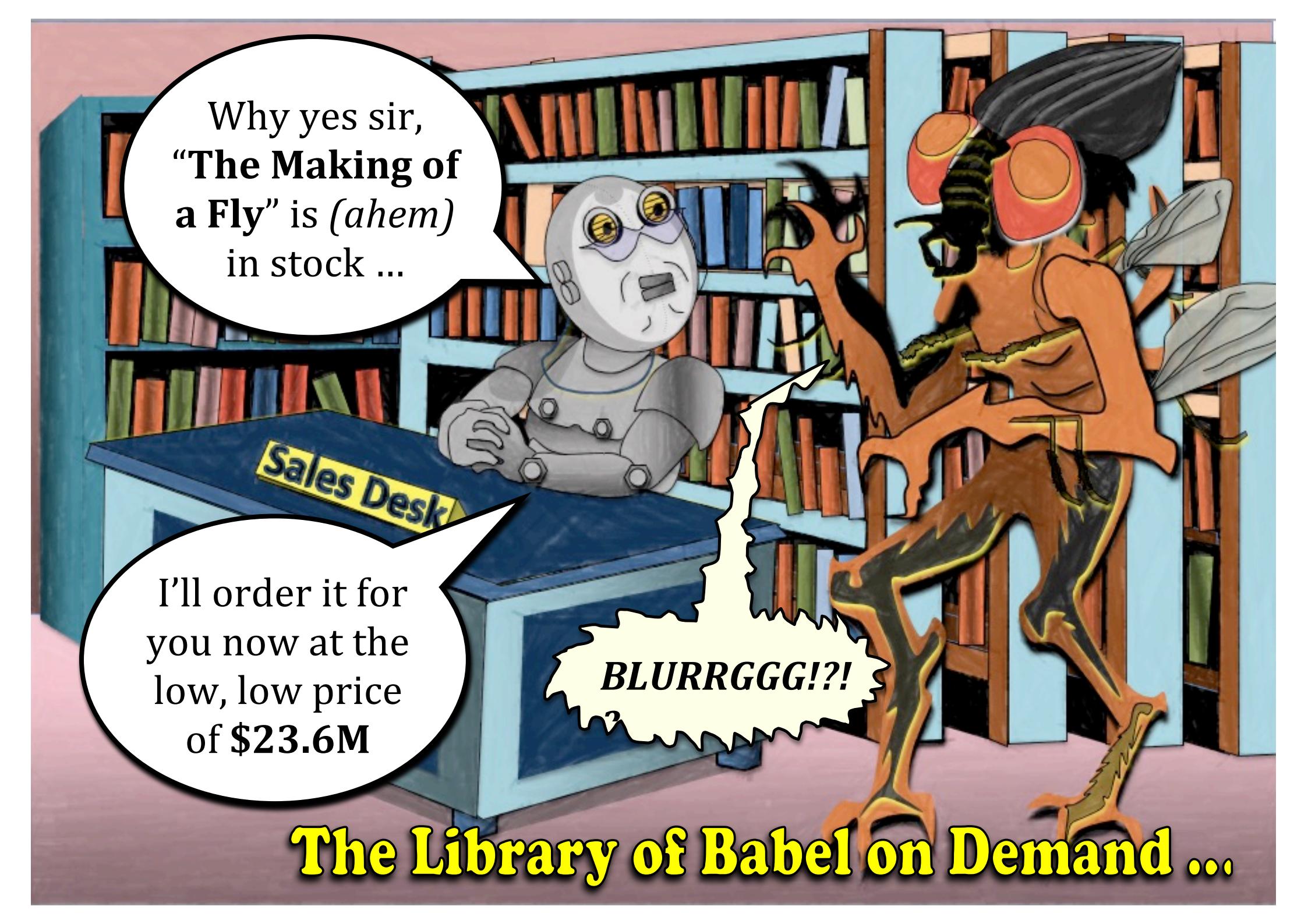


# The Digital Library of Babel

# The Bluffer's Guide to Smart Retail ...



**Lesson I: Peek At Your Opponent's Cards**



Why yes sir,  
“The Making of  
a Fly” is (*ahem*)  
in stock ...

I'll order it for  
you now at the  
low, low price  
of \$23.6M

BLURRGGG!??

The Library of Babel on Demand ...

This is the true story of two rival online book sellers:

## Profnath and Bordeebooks

The first, *Bordeebooks*, had a bigger brand and higher online user ratings.

The second, *Profnath*, was thus forced to compete via lower prices.

Each used simple AI to decide their online prices.

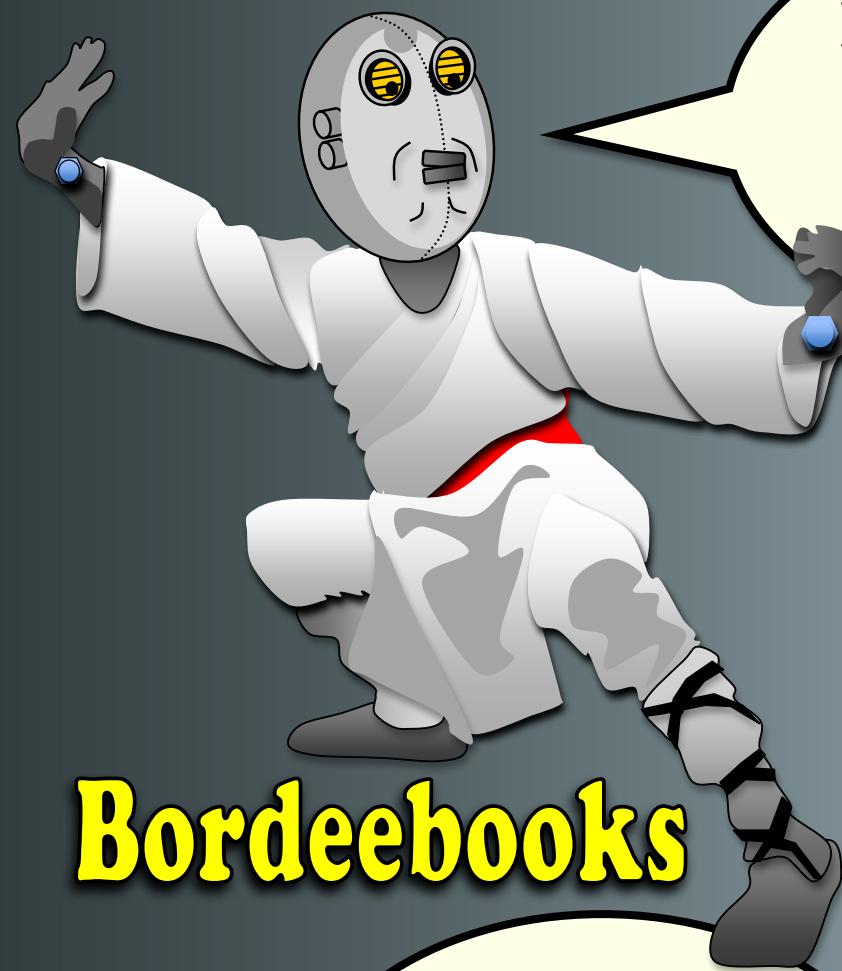


# Competing A.I.s

# Bordeebooks

I actually  
have the book  
in stock, and  
at a price

that is  
99.8% of the  
price listed by  
*Bordeebooks*

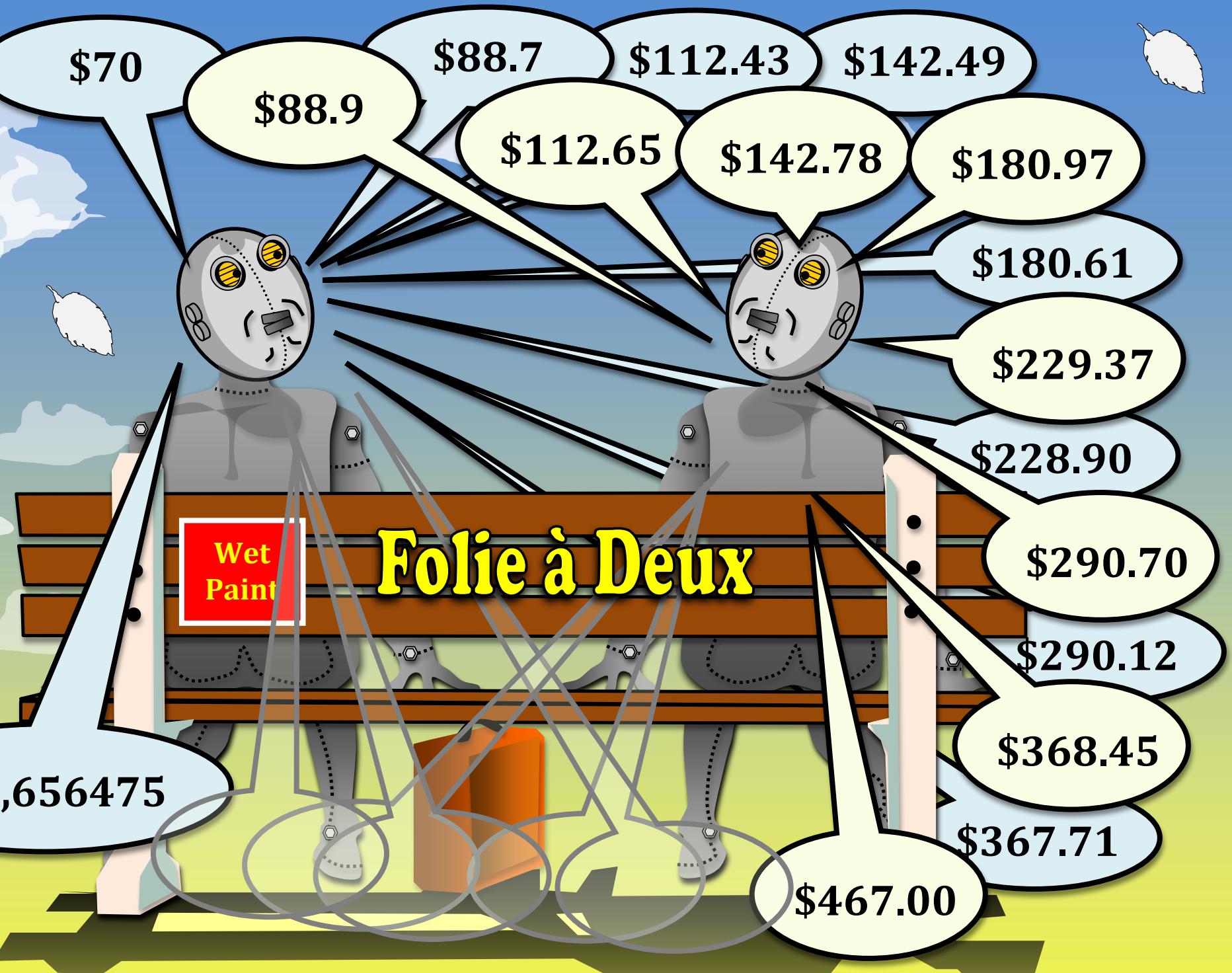


I list *The Making  
Of a Fly* even  
though it is not  
in stock ...

... but at 127%  
the cost of  
buying it from  
*Profnath*



# Profnath



\$70

\$88.9

\$88.7

\$112.43

\$142.49

\$112.65

\$142.78

\$180.97

\$180.61

\$229.37

\$228.90

\$290.70

\$290.12

\$368.45

\$367.71

\$467.00

\$23,656,475

## Folie à Deux

Wet  
Paint