Network seeding, or selecting a seed set of “high influence” in a network, is a famous problem in combinatorial optimization. Unfortunately, there is a significant disconnect between spread models where algorithmic guarantees have been proved and those that resemble rational (or behaviorally-observed) economic spread. We will mention some provable results on convergence times and measurements of robustness in the face of link-uncertainty. Computational investigation exposes some strong contrasts with the typical submodular spread mechanism. (Received March 21, 2017)