Platform Revolution How Networked Markets Are Transforming The Economyand How To Make Them Work For You

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Platform Revolution - Don Tapscott 2021-10-13
The first era of the digital age spanned mainframes, minicomputers, the personal computer, the Internet, the World Wide Web, social media, mobility, the cloud, and big data. We're now entering a second era where digital technologies permeate everything. Such inventions as machine learning, robotics, drones, software robots or "bots," process automation, and additive manufacturing are accelerating new types of platforms on which to build digital engines of the global economy. This second era has weighty implications for enterprise strategy and architecture. New business models will disrupt most industries and provide platforms for innovation for decades to come. This book looks at blockchain technologies as foundational to the governance and widespread adoption of these innovations--digital identities, data analytics, artificial intelligence, the Internet of Things, autonomous vehicles, distributed energy infrastructure, and quantum computing. Every organization can finally become a truly digital entity if its leaders are prepared. This book is designed to prepare them for the waves of creative destruction ahead.
The Golden Couple - Greer Hendricks 2022-03-08

The next electrifying novel from the #1 New York Times bestselling author duo behind The Wife Between Us. "Propulsive and thrilling....A page-turner that will keep you guessing until the very end." --Taylor Jenkins Reid, author of Malibu Rising Wealthy Washington suburbanites Marissa and Matthew Bishop seem to have it all—until Marissa is unfaithful. Beneath their veneer of perfection is a relationship riven by work and a lack of intimacy. She wants to repair things for the sake of their eight-year-old son and because she loves her husband. Enter Avery Chambers. Avery is a therapist who lost her professional license. Still, it doesn't stop her from counseling those in crisis, though they have to adhere to her unorthodox methods. And the Bishops are desperate. When they glide through Avery's door and Marissa reveals her infidelity, all three are set on a collision course. Because the biggest secrets in the room are still hidden, and it's no longer simply a marriage that's in danger. "An utterly compelling, spellbinding read." --Lisa Jewell, author of Then She Was Gone and Invisible Girl
Collaborative Value Co-creation in the Platform Economy - Anssi Smedlund 2018-07-11

This book offers a service science perspective on platform orchestration and on collaborative consumption, providing an overview of research topics related to service dominant logic in multi-sided markets. The chapters give an international and multi-disciplinary overview of the current topics of digital service platforms from many angles. This overview helps in filling the gap between service science and recent research of the platform economy and paves the way for future service platform research. Open standards and distributed databases such as blockchain configurations increase the connectivity of business ecosystems as devices and systems exchange data with each other instead of through intermediaries. This exchange opens up opportunities for new value constellations, makes services globally scalable, and connects local service systems as integrated systems of systems. The book brings together established academics from a number of disciplines. This collaboration makes it possible to provide novel constructs and empirical results that help the reader to understand how value is co-created and orchestrated in the era of digital service platforms. In addition to theory building, practical implications for wider managerial and policy use are highlighted. The topics in this book are related to service platform technologies; organizational capabilities; and strategies and management in the contexts of retail, healthcare, and the public sector. A wide selection of case studies is used to demonstrate the implications of platforms for different service and economic contexts. Combining both theory and practice, this book is highly recommended for readers interested in the service and marketing point of view on the platform economy and for practitioners strategizing for scalable service platforms. Chapters 4 and 10 are available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

Digital DNA - Jonathan David Aronson 2017
Innovation in information and production technologies is creating benefits and disruption, profoundly altering how firms and markets perform. Digital DNA provides an in depth examination of the opportunities and challenges in the fast-changing global economy and lays out strategies that countries and the international community should embrace to promote robust growth while addressing the risks of this digital upheaval. Wisely guiding the transformation in innovation is a major challenge for global prosperity that affects everyone. Peter Cowhey and Jonathan Aronson demonstrate how the digital revolution is transforming the business models of high tech industries but also of traditional agricultural, manufacturing, and service sector firms. The rapidity of change combines with the uncertainty of winners and losers to create political and economic tensions over how to adapt public policies to new technological and market surprises. The logic of the policy trade-offs confronting society, and the political economy of practical decision-making is explored through three developments: The rise of Cloud Computing and trans-border data flows; international collaboration to reduce cybersecurity risks; and the consequences of different national standards of digital privacy protection. The most appropriate global strategies will recognize that a significant diversity in individual national policies is inevitable. However, because digital technologies operate across national boundaries there is also a need for a common international baseline of policy fundamentals to facilitate "quasi-convergence" of these national policies. Cowhey and Aronson's examination of these dynamic developments lead to a measured proposal for authoritative "soft rules" that requires governments to create policies that achieve certain objectives, but leaves the specific design to national discretion. These rules should embrace mechanisms to work with expert multi-stakeholder organizations to facilitate the implementation of formal agreements, enhance their political legitimacy and technical expertise, and build flexible learning into the governance regime. The result will be greater convergence of national policies and the space for the new innovation system to flourish.

Platform Ecosystems - Amrit Tiwana 2013-11-12
Platform Ecosystems is a hands-on guide that offers a complete roadmap for designing and orchestrating vibrant software platform ecosystems. Unlike software products that are managed, the evolution of ecosystems and their myriad participants must be orchestrated through a thoughtful alignment of architecture and governance. Whether you are an IT

professional or a general manager, you will benefit from this book because platform strategy here lies at the intersection of software architecture and business strategy. It offers actionable tools to develop your own platform strategy, backed by original research, tangible metrics, rich data, and cases. You will learn how architectural choices create organically-evolvable, vibrant ecosystems. You will also learn to apply state-of-the-art research in software engineering, strategy, and evolutionary biology to leverage ecosystem dynamics unique to platforms. Read this book to learn how to: Evolve software products and services into vibrant platform ecosystems Orchestrate platform architecture and governance to sustain competitive advantage Govern platform evolution using a powerful 3-dimensional framework If you're ready to transform platform strategy from newspaper gossip and business school theory to real-world competitive advantage, start right here! Understand how architecture and strategy are inseparably intertwined in platform ecosystems Architect future-proof platforms and apps and amplify these choices through governance Evolve platforms, apps, and entire ecosystems into vibrant successes and spot platform opportunities in almost any—not just IT—industry
The Network Imperative - Barry Libert 2016-06-07
Digital networks are changing all the rules of business. New, scalable, digitally networked business models, like those of Amazon, Google, Uber, and Airbnb, are affecting growth, scale, and profit potential for companies in every industry. But this seismic shift isn't unique to digital start-ups and tech superstars. Digital transformation is affecting every business sector, and as investor capital, top talent, and customers shift toward network-centric organizations, the performance gap between early and late adopters is widening. So the question isn't whether your organization needs to change, but when and how much. The Network Imperative is a call to action for managers and executives to embrace network-based business models. The benefits are indisputable: companies that leverage digital platforms to co-create and share value with networks of employees, customers, and suppliers are fast outpacing the market. These companies, or network orchestrators, grow faster,

scale with lower marginal cost, and generate the highest revenue multipliers. Supported by research that covers fifteen hundred companies, authors Barry Libert, Megan Beck, and Jerry Wind guide leaders and investors through the ten principles that all organizations can use to grow and profit regardless of their industry. They also share a five-step process for pivoting an organization toward a more scalable and profitable business model. The Network Imperative, brimming with compelling case studies and actionable advice, provides managers with what they really need: new tools and frameworks to generate unprecedented value in a rapidly changing age.
Free Market Revolution - Yaron Brook 2012-09-18
NATIONAL BESTSELLER A look at how our current crises are caused by too much government, and how Ayn Rand's bold defense of free markets can help us change course. The rise of the Tea Party and the 2010 election results revealed that tens of millions of Americans are alarmed by Big Government, but skeptical that anything can or will be done to stop the growth of the state. In Free Market Revolution, the keepers of Ayn Rand's legacy argue that the answer lies in her pioneering philosophy of capitalism and self-interest –a philosophy that more and more people are turning to for answers. In the past few years, Rand's works have surged to new peaks of popularity, as politicians like Paul Ryan, media figures like John Stossel, and businessmen like John Mackey routinely name her as one of their chief influences. Here, Brook and Watkins explain how her ideas can solve a host of political and economic ills, including the debt crisis, inflation, overregulation, and the swelling welfare state. And most important, they show how Rand's philosophy can enable defenders of the free market to sieze the moral high ground in the fight to limit government. This is a fresh and urgent look at the ideas of one of the most controversial figures in modern history – ideas that may prove the only hope for the future.
The Third Industrial Revolution - Jeremy Rifkin 2011-10-04
The Industrial Revolution, powered by oil and other fossil fuels, is spiraling into a dangerous endgame. The price of gas and food are climbing, unemployment remains high, the housing market has tanked,

consumer and government debt is soaring, and the recovery is slowing. Facing the prospect of a second collapse of the global economy, humanity is desperate for a sustainable economic game plan to take us into the future. Here, Jeremy Rifkin explores how Internet technology and renewable energy are merging to create a powerful "Third Industrial Revolution." He asks us to imagine hundreds of millions of people producing their own green energy in their homes, offices, and factories, and sharing it with each other in an "energy internet," just like we now create and share information online. Rifkin describes how the five-pillars of the Third Industrial Revolution will create thousands of businesses, millions of jobs, and usher in a fundamental reordering of human relationships, from hierarchical to lateral power, that will impact the way we conduct commerce, govern society, educate our children, and engage in civic life. Rifkin's vision is already gaining traction in the international community. The European Union Parliament has issued a formal declaration calling for its implementation, and other nations in Asia, Africa, and the Americas, are quickly preparing their own initiatives for transitioning into the new economic paradigm. The Third Industrial Revolution is an insider's account of the next great economic era, including a look into the personalities and players — heads of state, global CEOs, social entrepreneurs, and NGOs — who are pioneering its implementation around the world.

The Interaction Field - Erich Joachimsthaler 2020-09-15
Learn how the most successful businesses are creating value and igniting smart growth in a fast-paced, competitive market. Most businesses today focus on competition and disruption instead of collaboration, participation, and engagement. They focus on transactions instead of interactions. They seek to optimize or extract value rather than share it. They build assets and thrive on enormous scale, huge distribution networks, and brand recognition. But then along comes a rival that doesn't care much about your brand and your other assets, and it either rushes past you or mows you down. In The Interaction Field, management expert and professor Erich Joachimsthaler explains that the only way to thrive in this environment is through the Interaction Field

model. Companies who embrace this model generate, facilitate, and benefit from data exchanges among multiple people and groups -- from customers and stakeholders, but also from those you wouldn't expect to be in the mix, like suppliers, software developers, regulators, and even competitors. And everyone in the field works together to solve big, industry-wide, or complex and unpredictable societal problems. The future is going to be about creating value for everyone. Businesses that solve immediate challenges of people today and also the major social and economic challenges of the future are the ones that will survive and grow.

Platform Revolution - Geoffrey G. Parker 2017-08-29
A practical guide to the new economy that is transforming the way we live, work, and play. Uber. Airbnb. Amazon. Apple. PayPal. All of these companies disrupted their markets when they launched. Today they are industry leaders. What's the secret to their success? These cutting-edge businesses are built on platforms: two-sided markets that are revolutionizing the way we do business. Written by three of the most sought-after experts on platform businesses, Platform Revolution is the first authoritative, fact-based book on platform models. Whether platforms are connecting sellers and buyers, hosts and visitors, or drivers with people who need a ride, Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary reveal the what, how, and why of this revolution and provide the first "owner's manual" for creating a successful platform business. Platform Revolution teaches newcomers how to start and run a successful platform business, explaining ways to identify prime markets and monetize networks. Addressing current business leaders, the authors reveal strategies behind some of today's up-and-coming platforms, such as Tinder and SkillShare, and explain how traditional companies can adapt in a changing marketplace. The authors also cover essential issues concerning security, regulation, and consumer trust, while examining markets that may be ripe for a platform revolution, including healthcare, education, and energy. As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of the platform will win. An indispensable guide,

Platform Revolution charts out the brilliant future of platforms and reveals how they will irrevocably alter the lives and careers of millions.

The Jobs To Be Done Playbook - Jim Kalbach 2020-04-07
These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice–to–have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Machine, Platform, Crowd: Harnessing Our Digital Future - Andrew McAfee 2017-06-27
"A clear and crisply written account of machine intelligence, big data and the sharing economy. But McAfee and Brynjolfsson also wisely acknowledge the limitations of their futurology and avoid over-simplification." —Financial Times In The Second Machine Age, Andrew McAfee and Erik Brynjolfsson predicted some of the far-reaching effects of digital technologies on our lives and businesses. Now they've written a guide to help readers make the most of our collective future. Machine | Platform | Crowd outlines the opportunities and challenges inherent in the science fiction technologies that have come to life in recent years, like self-driving cars and 3D printers, online platforms for renting outfits and scheduling workouts, or crowd-sourced medical research and financial instruments.

The Digital Transformation Playbook - David L. Rogers 2016-04-05
Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.

Platform Scale - Sangeet Paul Choudary 2021-01-25
Platform Scale is a maker's guide for entrepreneurs, innovators and educators looking to understand and implement the inner workings of highly scalable platform business models. The pandemic has accelerated the very grounds on which BigTech was supposed to be regulated. Data access, privacy and usage laws are being revisited to counter the pandemic through contact tracing and other surveillance mechanisms. The pandemic has reinforced the importance of the platform economy. In the 2020s, we will see the platform economy gain further strength as the post-pandemic world uncovers new value pools for platforms to exploit. This book provides a compelling framework for building platforms, networks and marketplaces.

Engineering the Transformation of the Enterprise - Stephan Aier 2021-09-01
The topics in this book cover a broad range of research interests: from business engineering and its application in corporate and business networking contexts to design science research as well as applied topics, where those research methods have been employed for modeling, data warehousing, information systems management, enterprise architecture management, management of large and complex projects, and enterprise transformation. The book is a Festschrift for Robert Winter in order to

appreciate his work and to honor him as a personality with a high reputation in the information systems community. To this end, many professional colleagues or long-time companions both from the Institute of Information Management at the University of St. Gallen as well as from the international research community dedicated articles on topics related to Robert's research. They reflect his ambition to uncompromisingly conduct high-class research that fuels the research community and at the same time contributes to improved industrial practice. The book is organized in three major parts: Part I "Business Engineering and Beyond" focuses on the methodology strongly shaped by Robert in St. Gallen with a focus on research being applied in corporate contexts. Part II "Design Science Research" spans from reflections on the practice of design science research to perspectives on design science research methodologies and eventually up to considerations to teach design science research methodology. Part III "Applied Fields" combines various applications of design science and related research methodologies with practical problems and future research topics.

Platform Capitalism - Nick Srnicek 2017-05-23
What unites Google and Facebook, Apple and Microsoft, Siemens and GE, Uber and Airbnb? Across a wide range of sectors, these firms are transforming themselves into platforms: businesses that provide the hardware and software foundation for others to operate on. This transformation signals a major shift in how capitalist firms operate and how they interact with the rest of the economy: the emergence of platform capitalism. This book critically examines these new business forms, tracing their genesis from the long downturn of the 1970s to the boom and bust of the 1990s and the aftershocks of the 2008 crisis. It shows how the fundamental foundations of the economy are rapidly being carved up among a small number of monopolistic platforms, and how the platform introduces new tendencies within capitalism that pose significant challenges to any vision of a post-capitalist future. This book will be essential reading for anyone who wants to understand how the most powerful tech companies of our time are transforming the global economy."

Information Rules - Carl Shapiro 1999
As one of the first books to distill the economics of information and networks into practical business strategies, this is a guide to the winning moves that can help business leaders--from writers, lawyers and finance professional to executives in the entertainment, publishing and hardware and software industries-- navigate successfully through the information economy.

Modern Monopolies - Alex Moazed 2016-05-31
What do Google, Snapchat, Tinder, Amazon, and Uber have in common, besides soaring market share? They're platforms - a new business model that has quietly become the only game in town, creating vast fortunes for its founders while dominating everyone's daily life. A platform, by definition, creates value by facilitating an exchange between two or more interdependent groups. So, rather that making things, they simply connect people. The Internet today is awash in platforms - Facebook is responsible for nearly 25 percent of total Web visits, and the Google platform crash in 2013 took about 40 percent of Internet traffic with it. Representing the ten most trafficked sites in the U.S., platforms are also prominent over the globe; in China, they hold the top eight spots in web traffic rankings. The advent of mobile computing and its ubiquitous connectivity have forever altered how we interact with each other, melding the digital and physical worlds and blurring distinctions between "offline" and "online." These platform giants are expanding their influence from the digital world to the whole economy. Yet, few people truly grasp the radical structural shifts of the last ten years. In Modern Monopolies, Alex Moazed and Nicholas L. Johnson tell the definitive story of what has changed, what it means for businesses today, and how managers, entrepreneurs, and business owners can adapt and thrive in this new era.

Competing in the Age of AI - Marco Iansiti 2020-01-07
"a provocative new book" — The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations such as

Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how "collisions" between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples—including many from the most powerful and innovative global, AI-driven competitors—and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

The End of College - Kevin Carey 2015-03-03
From a renowned education writer comes a paradigm-shifting examination of the rapidly changing world of college that every parent, student, educator, and investor needs to understand. Over the span of just nine months in 2011 and 2012, the world's most famous universities and high-powered technology entrepreneurs began a race to revolutionize higher education. College courses that had been kept for centuries from all but an elite few were released to millions of students throughout the world—for free. Exploding college prices and a flagging global economy, combined with the derring-do of a few intrepid innovators, have created a dynamic climate for a total rethinking of an industry that has remained virtually unchanged for a hundred years. In The End of College, Kevin Carey, an education researcher and writer, draws on years of in-depth reporting and cutting-edge research to paint a vivid and surprising portrait of the future of education. Carey explains how two trends—the skyrocketing cost of college and the revolution in information technology—are converging in ways that will radically alter the college experience, upend the traditional meritocracy, and emancipate hundreds of millions of people around the world. Insightful, innovative, and accessible, The End of College is a must-read, and an important contribution to the developing conversation about education in this country.

The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies - Erik Brynjolfsson 2014-01-20
A pair of technology experts describe how humans will have to keep pace with machines in order to become prosperous in the future and identify strategies and policies for business and individuals to use to combine digital processing power with human ingenuity.

Platforms Everywhere - Nenad Rava 2021-10-07
Platforms Everywhere: Transforming Organizations by Integrating Ecosystems in Business Design presents a new comprehensive paradigm for platform businesses and a practical methodology for platforming organizations across sectors and industries.

Trees of Delhi - Pradip Krishen 2006

Operations Management For Dummies - Mary Ann Anderson 2013-07-09
Score your highest in Operations Management Operations management is an important skill for current and aspiring business leaders to develop and master. It deals with the design and management of products, processes, services, and supply chains. Operations management is a growing field and a required course for most undergraduate business majors and MBA candidates. Now, Operations Management For Dummies serves as an extremely resourceful aid for this difficult subject. Tracks to a typical course in operations management or operations strategy, and covers topics such as evaluating and measuring existing

systems' performance and efficiency, materials management and product development, using tools like Six Sigma and Lean production, designing new, improved processes, and defining, planning, and controlling costs of projects. Clearly organizes and explains complex topics Serves as an supplement to your Operations Management textbooks Helps you score your highest in your Operations Management course Whether your aim is to earn an undergraduate degree in business or an MBA, Operations Management For Dummies is indispensable supplemental reading for your operations management course.

Unblocked - Alison McCauley 2019-06-17
Remember the dawn of the internet or the advent of mobile computing and social media? Yet another digital revolution is now underway. Like its predecessors, blockchains are about to transform the way we live, work, and play, while disrupting entrenched industries and shattering conventional business models. This practical guide takes you past the hype to show you exactly what blockchains do and how they're poised to change our world. Author Alison McCauley explains how blockchains provide an open, distributed ledger for recording transactions in a verifiable and permanent way. You will learn how this technology provides an abundance of opportunity for those who know how to leverage blockchains to address privacy risks, hacks, data misuse, and fraud. Unblocked explains: Why ignoring this technology exposes you to competitive disruption What this new technology revolution embraces—no technical background required How to prepare your organization to respond to the coming shift

The Lean Marketplace - Juho Makkonen 2018-02-23
Inspired by the success of platforms such as Airbnb, Etsy or Fiverr? Want to know how to build an online marketplace business? This is the book for you. In this step by step guide, we will go through everything you need to know about developing your idea into a sustainable business, offering lots of practical advice and actionable ideas along the way. This book is the result of two experts putting almost two decades of experience together, in order to create a repeatable method for creating a successful online marketplace. The applicable tactics and techniques

can be studied in advance, helping you avoid the most common pitfalls. It's a handbook for anyone building an online marketplace. The same methods will apply whether your organization is a startup, a cooperative, a non-profit, or a big brand. Not every marketplace will be as big as Airbnb and Uber, but we believe there are thousands of marketplace ideas out there that can make for great, sustainable businesses. With the help of this book, you're one step closer to building the next one. Critical acclaim "Juho and Cristóbal have written a practical in-the-weeds guide on marketplace execution that will prove invaluable for all entrepreneurs looking to start a marketplace. No fluff, just actionable ideas." - Sangeet Paul Choudary, best-selling author of Platform Revolution and Platform Scale "Building marketplaces can be hard. The Lean Marketplace is a very useful step-by-step guide to help entrepreneurs think through the challenges and solutions to create the next Uber or Airbnb." - Boris Wertz, Founder and General Partner, Version One Ventures "Must read for every marketplace entrepreneur. I'm going to ask everyone in our team to read this book." - Bram de Zwart, Co-founder and CEO, 3D Hubs "As I'm friends with both authors, I know first hand that the information in their book is hard won from long experience helping dozens of marketplaces succeed and consulting the top experts from around the world. However, the quality and comprehensiveness of the content speaks for itself. It covers all the essentials of growing an online marketplace, and in the most straightforward way possible. It is an impressively practical, must read resource for any current or aspiring marketplace entrepreneur. I can't recommend it highly enough, but please see for yourself." - Neal Gorenflo, Co-founder of Shareable "The essential guide to building an essential marketplace." - Tristan Pollock, Co-founder, Storefront, Partner, 500 Startups "Reading Juho's and Cristobal's advice online before launching our platform helped us save so much time and avoid the most common mistakes. If you're considering building a marketplace business, read this book first. Seriously." - Agne Milukaite, Co-founder and CEO, Cycle.land "Envisioning, validating, building and growing a marketplace is no small challenge: the most important aspect to nailing this challenge down is all about avoiding

losing time and energy in the myriad of wrong directions that can come up your way. This book is an essential guide, the lifeboat for the marketplace founder that faces the ocean of bootstrapping." - Simone Cicero, platform strategist and consultant, creator of Platform Design Toolkit "I bootstrapped my marketplace business from launch to profitability in 6 months. Reading this book will help you do the same." - Mike Williams, CEO and Founder, Studiotime
The Business of Platforms - Michael A. Cusumano 2019-05-07
A trio of experts on high-tech business strategy and innovation reveal the principles that have made platform businesses the most valuable firms in the world and the first trillion-dollar companies. Managers and entrepreneurs in the digital era must learn to live in two worlds—the conventional economy and the platform economy. Platforms that operate for business purposes usually exist at the level of an industry or ecosystem, bringing together individuals and organizations so they can innovate and interact in ways not otherwise possible. Platforms create economic value far beyond what we see in conventional companies. The Business of Platforms is an invaluable, in-depth look at platform strategy and digital innovation. Cusumano, Gawer, and Yoffie address how a small number of companies have come to exert extraordinary influence over every dimension of our personal, professional, and political lives. They explain how these new entities differ from the powerful corporations of the past. They also question whether there are limits to the market dominance and expansion of these digital juggernauts. Finally, they discuss the role governments should play in rethinking data privacy laws, antitrust, and other regulations that could reign in abuses from these powerful businesses. Their goal is to help managers and entrepreneurs build platform businesses that can stand the test of time and win their share of battles with both digital and conventional competitors. As experts who have studied and worked with these firms for some thirty years, this book is the most authoritative and timely investigation yet of the powerful economic and technological forces that make platform businesses, from Amazon and Apple to Microsoft, Facebook, and Google—all dominant players in shaping the global economy, the future of work, and the political world we now face.
Platform Revolution--How Networked Markets Are Transforming the Economy and How to Make Them Work for You - 2018
A practical guide to the new economy that is transforming the way we live, work, and play. Uber. Airbnb. Amazon. Apple. PayPal. All of these companies disrupted their markets when they launched. Today they are industry leaders. What's the secret to their success? These cutting-edge businesses are built on platforms: two-sided markets that are revolutionizing the way we do business. Written by three of the most sought-after experts on platform businesses, Platform Revolution is the first authoritative, fact-based book on platform models. Whether platforms are connecting sellers and buyers, hosts and visitors, or drivers with people who need a ride, Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary reveal the what, how, and why of this revolution and provide the first "owner's manual" for creating a successful platform business. Platform Revolution teaches newcomers how to start and run a successful platform business, explaining ways to identify prime markets and monetize networks. Addressing current business leaders, the authors reveal strategies behind some of today's up-and-coming platforms, such as Tinder and SkillShare, and explain how traditional companies can adapt in a changing marketplace. The authors also cover essential issues concerning security, regulation, and consumer trust, while examining markets that may be ripe for a platform revolution, including healthcare, education, and energy. As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of the platform will win. An indispensable guide, Platform Revolution charts out the brilliant future of platforms and reveals how they will irrevocably alter the lives and careers of millions.
The Economics of Platforms - Paul Belleflamme 2021-10-31
Digital platforms controlled by Alibaba, Alphabet, Amazon, Facebook, Netflix, Tencent and Uber have transformed not only the ways we do business, but also the very nature of people's everyday lives. It is of vital importance that we understand the economic principles governing how these platforms operate. This book explains the driving forces behind any

platform business with a focus on network effects. The authors use short case studies and real-world applications to explain key concepts such as how platforms manage network effects and which price and non-price strategies they choose. This self-contained text is the first to offer a systematic and formalized account of what platforms are and how they operate, concisely incorporating path-breaking insights in economics over the last twenty years.

Summary of Platform Revolution - Instaread 2016-07-29
Summary of Platform Revolution by Geoffrey Parker, Marshall Van Alstyne, and Sangeet Choudary | Includes Analysis Preview: Platform Revolution by Geoffrey Parker, Marshall Van Alstyne, and Sangeet Choudary is a comprehensive look at the emergence of platforms as market dominators, their competition against pipeline businesses, and best practices in founding and managing platforms. Platforms connect two types of users in order to exchange something of value. This is different than the traditional pipeline model of business where something of value is created by transferring it from producer to producer with the consumer receiving it at the last step. Platforms are dominating production processes particularly because they reduce the costs of value creation, consumption, and quality control. Platforms serve consumer-facing markets as well as business-to-business markets and can power rapid growth through economies of scale. Each side of the network depends on the other side to be in place in order to function, so a central challenge of any platform is to recruit users on both sides... PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Inside this Instaread Summary of Platform Revolution by Geoffrey Parker, Marshall Van Alstyne, and Sangeet Choudary | Includes Analysis · Overview of the Book · Important People · Key Takeaways · Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways, summary and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience. Visit our website at instaread.co.

Matchmakers - David S. Evans 2016-05-03
Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people with potential matches, for example, and ride-sharing apps do the same for drivers and riders. Although matchmakers have been around for millennia, they're becoming more and more popular—and profitable—due to dramatic advances in technology, and a lot of companies that have managed to crack the code of this business model have become today's power brokers. Don't let the flashy successes fool you, though. Starting a matchmaker is one of the toughest business challenges, and almost everyone who tries to build one, fails. In Matchmakers, David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who've consulted for some of the most successful platform businesses in the world, explain how matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances for success. Whether you're an entrepreneur, an investor, a consumer, or an executive, your future will involve more and more multisided platforms, and Matchmakers—rich with stories from platform winners and losers—is the one book you'll need in order to navigate this appealing but confusing world.

Customer Data Platforms - Martin Kihn 2020-11-06
Master the hottest technology around to drive marketing success Marketers are faced with a stark and challenging dilemma: customers demand deep personalization, but they are increasingly leery of offering the type of personal data required to make it happen. As a solution to this problem, Customer Data Platforms have come to the fore, offering companies a way to capture, unify, activate, and analyze customer data. CDPs are the hottest marketing technology around today, but are they worthy of the hype? Customer Data Platforms takes a deep dive into everything CDP so you can learn how to steer your firm toward the future of personalization. Over the years, many of us have built byzantine

"stacks" of various marketing and advertising technology in an attempt to deliver the fabled "right person, right message, right time" experience. This can lead to siloed systems, disconnected processes, and legacy technical debt. CDPs offer a way to simplify the stack and deliver a balanced and engaging customer experience. Customer Data Platforms breaks down the fundamentals, including how to: Understand the problems of managing customer data Understand what CDPs are and what they do (and don't do) Organize and harmonize customer data for use in marketing Build a safe, compliant first-party data asset that your brand can use as fuel Create a data-driven culture that puts customers at the center of everything you do Understand how to use AI and machine learning to drive the future of personalization Orchestrate modern customer journeys that react to customers in real-time Power analytics with customer data to get closer to true attribution In this book, you'll discover how to build 1:1 engagement that scales at the speed of today's customers.

How to Follow Up With Your Network Marketing Prospects - Keith Schreiter 2019-12-05
Not every prospect joins right away. They have to think it over, review the material, or get another opinion. This is frustrating if we are afraid to follow up with prospects. What can we do to make our follow-up efforts effective and rejection-free? How do we maintain posture with skeptical prospects? What can we say to turn simple objections into easy decisions for our prospects? Procrastination stops and fear evaporates when we have the correct follow-up skills. No more dreading the telephone. Prospects will return our telephone calls. And now, we can look forward to easy, bonded conversations with prospects who love us. Prospects want a better life. They are desperately searching for: 1. Someone to follow. 2. Someone who knows where they are going. 3. Someone who has the skills to get there. We have the opportunity to be that guiding light for our prospects. When we give our prospects instant confidence, contacting our prospects again becomes fun, both for the prospects and for us. Don't we both want a pleasant experience? Don't lose all those prospects that didn't join on your first contact. Help reassure them that

you and your opportunity can make a difference in their lives. Use the techniques in this book to move your prospects forward from "Not Now" to "Right Now!" Scroll up and order your copy now!
The Secrets of People Who Never Get Sick - Gene Stone 2012-01-15
Who does not want to be healthier? Now in paperback: the book that Andrew Weil calls "offbeat, informative, and fun . . . a great read," and that has been praised as "a delightful dance through science" (New York Times bestselling author Mark Hyman, M.D.) and as a "remarkable and insightful book [that] offers you the chance to achieve the best health of your life" (Mark Liponis, M.D., Medical Director, Canyon Ranch). Written by bestselling author Gene Stone, The Secrets of People Who Never Get Sick arose from his desire to discover what might actually prevent him from getting sick himself. This book, the result of that exploration, tells the stories of twenty-five people who each possess a different secret of excellent health—a secret that makes sense and that Stone discovered has a true scientific underpinning. There are food secrets—why to take garlic and vitamin C, eat more probiotics, become a vegan, drink a tonic of brewer's yeast. Exercise secrets—the benefits of lifting weights, the power of stretching. Environmental secrets—living in a Blue Zone, understanding the value of germs. Emotional secrets—seek out and stay in touch with friends, cultivate your spirituality. Physical secrets—nap more, take cold showers in the morning. And the wisdom that goes back generations: Yes, chicken soup works. The stories make it personal, the research makes it real, and the do-it-yourself information shows how to integrate each secret into your own life, and become the next person who never gets sick.
The Imagineers of War - Sharon Weinberger 2017
Founded in 1958 in response to the launch of Sputnik, DARPA has been responsible for countless inventions and technologies that have evolved from the agency's mission- forward-thinking solutions to the Pentagon's challenges. Sharon Weinberger gives us a riveting account of DARPA's successes and failures, useful innovations and wild-eyed schemes- we see how the nuclear threat sparked investment in computer networking, which led to the Internet, as well as plans to power a missile-seeking

particle beam by draining the Great Lakes...how, in Vietnam, DARPA developed technology for the world's first armed drones and was also responsible for Agent Orange... how DARPA's recent success with self-driving cars is counterbalanced with its disappointing contributions to the Afghanistan and Iraq wars. Weinberger has spoken to dozens of former DARPA and Pentagon officials--many of whom had never been interviewed before about their work with the agency--and synthesized countless documents obtained under the Freedom of Information Act. The result is a riveting history of a meeting point of science, technology, and politics.

Platform Scale - Sangeet Paul Choudary 2015
"Platform Scale explains the design of a family of emerging digital business models that enables today's startups to achieve rapid scale: the platform business model. The many manifestations of the platform business model - social media, the peer economy, cryptocurrencies, APIs and developer ecosystems, the Internet of things, crowdsourcing models, and many others - are becoming increasingly relevant. Yet, most new platform ideas fail because the business design and growth strategies involved in building platforms are not well understood. Platform scale is a builder's manual for anyone building a platform business today. It lays out a structured approach to desinging and growing a platform business model and addressess the key factors that lead to the success and failure of these businesses."--back cover.

SUMMARY - Platform Revolution: How Networked Markets Are Transforming The Economy And How To Make Them Work For You By Geoffrey G. Parker, Marshall W. Van Alstyne And Sangeet Paul Choudary - Shortcut Edition 2021-05-31
* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *As you read this summary, you will understand the nature of the economic, social, and political revolution brought about by the emergence of internet platforms. *You will also learn : how their structure and operation are changing traditional economic patterns; how the platforms appear and are managed; how society is reacting to the shortcomings sometimes

engendered by this revolution; what developments are in the pipeline for the near future. *In March 2000, the Internet bubble burst and thousands of companies disappeared, taking with them this "new economy". However, a few years later, Google, Amazon, Uber, Airbnb and Ebay became the global giants we know. The authors of "The Platform Revolution", Geoffrey Parker, Marshall Van Astyne and Sangeet Choudary, all linked to MIT, review these successes and provide a real guide for the creation and management of such platforms. *Buy now the summary of this book for the modest price of a cup of coffee!
Platform Revolution: How Networked Markets Are Transforming the Economyand How to Make Them Work for You - Geoffrey G. Parker 2016-03-28
A practical guide to the new economy that is transforming the way we live, work, and play. Uber. Airbnb. Amazon. Apple. PayPal. All of these companies disrupted their markets when they launched. Today they are industry leaders. What's the secret to their success? These cutting-edge businesses are built on platforms: two-sided markets that are revolutionizing the way we do business. Written by three of the most sought-after experts on platform businesses, Platform Revolution is the first authoritative, fact-based book on platform models. Whether platforms are connecting sellers and buyers, hosts and visitors, or drivers with people who need a ride, Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary reveal the what, how, and why of this revolution and provide the first "owner's manual" for creating a successful platform business. Platform Revolution teaches newcomers how to start and run a successful platform business, explaining ways to identify prime markets and monetize networks. Addressing current business leaders, the authors reveal strategies behind some of today's up-and-coming platforms, such as Tinder and SkillShare, and explain how traditional companies can adapt in a changing marketplace. The authors also cover essential issues concerning security, regulation, and consumer trust, while examining markets that may be ripe for a platform revolution, including healthcare, education, and energy. As digital networks increase in ubiquity, businesses that do a better job of

harnessing the power of the platform will win. An indispensable guide, Platform Revolution charts out the brilliant future of platforms and reveals how they will irrevocably alter the lives and careers of millions.

Creative Destruction - Richard Foster 2011-04-20
Turning conventional wisdom on its head, a Senior Partner and an Innovation Specialist from McKinsey & Company debunk the myth that high-octane, built-to-last companies can continue to excel year after year and reveal the dynamic strategies of discontinuity and creative destruction these corporations must adopt in order to maintain excellence and remain competitive. In striking contrast to such bibles of business literature as In Search of Excellence and Built to Last, Richard N. Foster and Sarah Kaplan draw on research they conducted at McKinsey & Company of more than one thousand corporations in fifteen industries over a thirty-six-year period. The industries they examined included old-economy industries such as pulp and paper and chemicals, and new-economy industries like semiconductors and software. Using this enormous fact base, Foster and Kaplan show that even the best-run and most widely admired companies included in their sample are unable to sustain their market-beating levels of performance for more than ten to fifteen years. Foster and Kaplan's long-term studies of corporate birth, survival, and death in America show that the corporate equivalent of El Dorado, the golden company that continually outperforms the market, has never existed. It is a myth. Corporations operate with management philosophies based on the assumption of continuity; as a result, in the long term, they cannot change or create value at the pace and scale of the markets. Their control processes, the very processes that enable them to survive over the long haul, deaden them to the vital and constant need for change. Proposing a radical new business paradigm, Foster and Kaplan argue that redesigning the corporation to change at the pace and scale of the capital markets rather than merely operate well will require more than simple adjustments. They explain how companies like Johnson and Johnson , Enron, Corning, and GE are overcoming cultural "lock-in" by transforming rather than incrementally improving their companies. They are doing this by creating new businesses, selling off or closing down businesses or divisions whose growth is slowing down, as well as abandoning outdated, ingrown structures and rules and adopting new decision-making processes, control systems, and mental models. Corporations, they argue, must learn to be as dynamic and responsive as the market itself if they are to sustain superior returns and thrive over the long term. In a book that is sure to shake the business world to its foundations, Creative Destruction, like Re-Engineering the Corporation before it, offers a new paradigm that will change the way we think about business.

Platform Economics - Cristiano Codagnone 2018-11-23
Platform Economics tackles head on the rhetoric surrounding the so-called 'sharing economy' which has muddied public debate and has contributed to a lack of policy and regulatory intervention.