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customers of products and

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Platform Revolution "An authoritative guide to the role of online platforms: what they are, how they work, and what they mean for business and economics." – Hal Varian, Chief Economist of Google

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comprehensive analysis of
platform business models
that offer guidance to
anyone seeking to develop
such a business or change an
existing one to a platform
model. Network effects,
architecture, disruption,
launch,...

Platform Revolution: How Networked Markets Are ...

According to the authors of
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How to Make Them Work for
You, a platform is a
business model that connects
people, organizations, and
resources through
technology. Possibly, in an

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interactive ecosystem,
invariably creating an
environment that facilitates
the creation and exchange of
value.

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Platform Revolution: How Networked Markets Are Transforming the Economy--and How to Make Them Work for You. 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.

**Platform Strategy - by
Sangeet Paul Choudary**

Platform Revolution delivers the first comprehensive

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analysis of how platforms use technology to match producers and consumers in a multisided marketplace, unlocking hidden resources and creating new forms of value.

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