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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.

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As a result of this platform revolution, networked markets are now part of the economy. These networked markets, together with technological innovations, facilitate the creation and exchange of

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Excerpt from Chapter 1 of Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You By Geoffrey G. Parker, Marshall Van Alstyne, and Sangeet Paul Choudary (W.W. Norton; March 28, 2016) Welcome to the Platform Revolution

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Platform Revolution: How Networked Markets are Transforming the Economy--and How to Make Them Work for You Hardcover - 1 April 2016 by Geoffrey G. Parker (Author), Marshall W. Van Alstyne (Author), Sangeet Paul Choudary (Author)

Platform Revolution: How Networked Markets are ...

Platform Revolution: How Networked Markets Are Transforming the Economy--and How to Make Them Work for You (Kindle Edition) Published March 28th 2016 by W. W. Norton & Company Kindle Edition, 352 pages Author(s): Geoffrey G. Parker, Marshall W. Van Alstyne, Sangeet Paul ...

Editions of Platform Revolution: How Networked Markets Are ...

Platform Revolution explores the what, how, and why of this revolution and provides the first "owner's manual" for creating a platform marketplace.

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Revealing the strategies behind some of today's rising platforms, the authors explain how entrepreneurs - and traditional companies - can thrive in this new world.

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The Internet of Things (IoT) describes the network of physical objects—"things"—that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet.. The definition of the Internet of Things has evolved due to the convergence of multiple technologies, real-time analytics, machine learning ...

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