



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

Sangeet Paul Choudary, Marshall W. Van Alstyne, Geoffrey G. Parker

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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.

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