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Network effects refers to the impact that the number of users on the platform has on the value created for each other. Frictionless entry is a key factor in enabling a platform to grow rapidly. The key to minimising most negative network effects is quality curation, which increases the chances of a happy match between producer PLATFORMS ARE ONLINE MARKETPLACES FOR INFORMATION TRANSFER OR ...

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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.

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According to the authors of Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You, a platform is a business model that connects people, organizations, and resources through technology. Possibly, in an interactive ecosystem, invariably creating an environment that facilitates the creation and exchange of value.

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Facebook, PayPal, Alibaba, Uber— these seemingly disparate companies have upended entire industries by harnessing a single phenomenon: the platform business model. Platform Revolution delivers the first comprehensive analysis of how platforms use technology to match producers and consumers in a multisided marketplace.

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The platform revolution is here—and the world it is ushering in is here to stay. Excerpted from 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.

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