

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

Platform Strategy Tero Ojanperä 2021-10-03 What do Amazon, Google, Visa and AirBnB all have in common? They are all platform businesses. They know they can go beyond their industry segments. They capitalize on wider ecosystems that strengthen their offering and expand commercial opportunities. And now your business can do the same. Welcome to the world of platform businesses. In Platform Strategy one of the world's most creative men in business according to Fast Company and a leading strategy professor at a Financial Times top 40 business school show you the ropes. They lead you through the seven steps you can take to turn your business into a successful platform. Learn to harness emerging technologies like artificial intelligence, cement your business into thriving ecosystems and go beyond industry boundaries. Uncover how business leaders at companies as diverse as John Deere, KONE, and Visa are leading their businesses to the future by reinventing their business model. Authors Tero Ojanperä and Timo Vuori distil the disrupters' methods to an actionable blueprint. In Platform Strategy they put the emphasis on what you can do as leader; harness new technologies, work with partners but also crucially, recognize the fear of change in your people and utilize that energy to drive progress. More than just about technology, this book is at the centre of the leadership agenda for the future.

Platform Revolution: How Networked Markets Are Transforming the Economy and 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.

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.

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.

World Development Report 2019 World Bank 2018-10-31 Work is constantly reshaped by technological progress. New ways of production are adopted, markets expand, and societies evolve. But some changes provoke more attention than others, in part due to the vast uncertainty involved in making predictions about the future. The 2019 World Development Report will study how the nature of work is changing as a result of advances in technology today. Technological progress disrupts existing systems. A new social contract is needed to smooth the transition and guard against rising inequality. Significant investments in human capital throughout a person's lifecycle are vital to this effort. If workers are to stay competitive against machines they need to train or retool existing skills. A social protection system that includes a minimum basic level of protection for workers and citizens can complement new forms of employment. Improved private sector policies to encourage startup activity and competition can help countries compete in the digital age. Governments also need to ensure that firms pay their fair share of taxes, in part to fund this new social contract. The 2019 World Development Report presents an analysis of these issues based upon the available evidence.

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

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.

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 oversimplification." —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.

Dual Transformation Scott D. Anthony 2017-03-28 Game-changing disruptions will likely unfold on your watch. Be ready. In Dual Transformation, Scott Anthony, Clark Gilbert, and Mark Johnson propose a practical and sustainable approach to one of the greatest challenges facing leaders today: transforming your business in the face of imminent disruption. Dual Transformation shows you how your company can come out of a market shift stronger and more profitable, because the threat of disruption is also the greatest opportunity a leadership team will ever face. Disruptive change opens a window of opportunity to create massive new markets. It is the moment when a market also-ran can become a market leader. It is the moment when business legacies are created. That moment starts with the core dual transformation framework: Transformation A: Repositioning today's business to maximize its resilience, such as how Adobe boldly shifted from selling packaged software to providing software as a service. Transformation B: Creating a new growth engine, such as how Amazon became the world's largest provider of cloud computing services. Capabilities link: Fighting unfairly by taking advantage of difficult-to-replicate assets without succumbing to the "sucking sound of the core." Anthony, Gilbert, and Johnson also address the characteristics leaders must embrace: courage, clarity, curiosity, and conviction. Without them, dual transformation efforts can founder. Building on lessons from diverse companies, such as Adobe, Manila Water, and Netflix, and a case study from Gilbert's firsthand experience transforming his own media and publishing company, Dual Transformation will guide executives through the journey of creating the next version of themselves, allowing them to own the future rather than be disrupted by it.

Summary of Platform Revolution Better Business Summaries 2016-11-12 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 | SummaryBook Preview: Platform Revolution by Geoffrey Parker, Marshall Van Alstyne, and Sangeet Choudary is a thorough take at the development of platforms as market dominators, their opposition against pipeline organizations, and best practices in establishing and overseeing platforms. Platforms interface two sorts of clients with a specific end goal to trade something of significant worth. This is not quite the same as the customary pipeline model of business where something of significant worth is made by exchanging it from maker to maker with the buyer accepting it at the last stride. Platforms are ruling forms especially in light of the fact that they diminish the expenses of significant creation, utilization, and quality control. This is a summary and analysis of the book and NOT the original book This Book Contains: * Summary Of The Entire Book * Chapter By Chapter Breakdown * Analysis Of The Reading Experience Download Your Copy Today

Africa's Platforms and the Evolving Sharing Economy Umukoro, Immanuel Ovemeso 2020-12-18 Digital transformation concepts have created new business principles such as the on-demand economy and a new sharing economy. While the on-demand economy has primarily grown out of industrialized economies, especially North America, Africa has been known to exhibit communal living characterized by sharing. Literature has shown that the introduction of ICTs to everyday life and business has redefined the concept of sharing and also evolved an entirely new spectrum of sharing - both in the individual and business settings. Alongside this new spectrum is a new disruptive business model known as the platform business model. While the subject continues to attract interest globally and locally, there is a need to deepen the understanding of this subject to validate global perspectives on platforms as economic drivers within the African context. Africa's Platforms and the Evolving Sharing Economy is an essential reference source that explores evidence-based platform dynamics and their impact on Africa as a continent leveraging technology for economic development. The book also delves into current data protection and privacy issues and the policies and regulations that could impact the design, deployment, and use of platforms for businesses. Featuring research on topics such as digital design, e-commerce, and enterprise information systems, this book is ideally designed for government officials, economists, business executives, managers, academicians, students, researchers, and global finance professionals.

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.

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 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.

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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.

The Secrets of People Who Never Get Sick Gene Stone 2010-10-20 Written by Gene Stone, a bestselling health-savvy journalist who has investigated, firsthand, virtually every form of regimen, diagnostic test, therapy, and fad, "The Secrets of People Who Never Get Sick," a fascinating and original book of science, tells the stories of 25 people who each possess a different secret of excellent health and shows how we can all use these insights to change our lives for the better. Meet Bill Thompson, an entrepreneur in his early sixties who has the EKG of a 20-year-old and hasn't had a cold in over two decades. Bill's secret? Every morning he dunks his head in a basin of warm water and hydrogen peroxide, a powerful natural germ killer that has the added benefit of making Bill feel as invigorated as a teenager when he comes up for air. Meet Dr Robert Fulford, whom Andrew Weil considered one of the world's greatest healers, and who, even into his nineties, continued to see patients and was healthier than most people half his age. His secret: a daily set of stretching exercises that he claims stimulate the body's life force, a force too easily blunted by illness, trauma, and even bad breathing habits. Meet Barbara Pritzkat, a now 83-year-old archaeologist with incredible stamina and health, who attributes her well-being to a morning tonic of brewer's yeast, a treasure trove of B vitamins that's also protein-rich and a good source of selenium, copper, iron, zinc, and other minerals. The stories make it personal; then comes the science, the authority (with experts conflicting opinions on if and how it really works), and the nuts and bolts how to bring each secret into your own life. From probiotics to veganism to a daily dose of garlic, from yoga to cold showers, it's an invaluable list: 25 secrets to health, and how to make each work for you.

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.

The Fourth Industrial Revolution Klaus Schwab 2017-01-03 World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and

governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future—one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

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 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.

RESTART Sustainable Business Model Innovation Sveinung Jørgensen 2018-07-31 Taking the business model as point of departure, this open access book explores how companies and organizations can contribute to a more sustainable future by designing innovative models that are both sustainable and profitable. Based upon years of research, it draws together theoretical foundations and existing literature on the topic of sustainable business alongside case studies and practical solutions. After examining the theoretical foundations of sustainable business model innovation, the authors present their own framework - RESTART. Consisting of seven factors, this framework can be the basis for restarting any business model. The final section outlines a research agenda for sustainable business informed by the perspectives and frameworks put forward in this book.

HBR's 10 Must Reads on Platforms and Ecosystems (with bonus article by "Why Some Platforms Thrive and Others Don't" By Feng Zhu and Marco Iansiti) Harvard Business Review 2020-11-24 Help your company adapt to the new rules of competition. If you read nothing else on creating value with business platforms and ecosystems, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you reap the rewards of multisided platforms (MSPs)—or defend your company against these formidable opponents. This book will inspire you to: Assess the threat of disruption from platforms in your industry Decide whether and how to play with increasingly powerful platform businesses Choose the right strategy for transforming your product into a platform Harness network effects to maximize value for the partners in your ecosystem Shift from managing products to managing interactions Learn when moving first and growing fast will work—and when it won't Manage winner-take-all dynamics This collection of articles includes "Pipelines, Platforms, and the New Rules of Strategy," by Marshall W. Van Alstyne, Geoffrey G. Parker, and Sangeet Paul Choudary; "Strategies for Two-Sided Markets," Thomas R. Eisenmann, Geoffrey Parker, and Marshall W. Van Alstyne; "Finding the Platform in Your Product," by Andrei Hagiu and Elizabeth Altman; "What's Your Google Strategy?," by Andrei Hagiu and David B. Yoffie; "In the Ecosystem Economy, What's Your Strategy?," by Michael G. Jacobides; "Right Tech, Wrong Time," by Ron Adner and Rahul Kapoor; "Managing Our Hub Economy," by Marco Iansiti and Karim R. Lakhani; "Why Some Platforms Thrive and Others Don't," by Feng Zhu and Marco Iansiti; "Spontaneous Deregulation," by Benjamin Edelman and Damien Geradin; "Alibaba and the Future of Business," by Ming Zeng; and "Fixing Discrimination in Online Marketplaces," by Ray Fisman and Michael Luca. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

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Platform Strategy Laure Claire Reillier 2017-04-21 During the last decade, platform businesses such as Uber, Airbnb, Amazon and eBay have been taking over the world. In almost every sector, traditional businesses are under attack from digital disrupters that are effectively harnessing the power of communities. But what exactly is a platform business and why is it different? In *Platform Strategy*, Laure Claire Reillier and Benoit Reillier provide a practical guide for students, digital entrepreneurs and executives to understand what platforms are, how they work and how you can build one successfully. Using their own "rocket model" and original case studies (including Google, Apple, Amazon), they explain how designing, igniting and scaling a platform business requires learning a whole new set of management rules. *Platform Strategy* also offers many fascinating insights into the future of platforms, their regulation and governance, as well as how they can be combined with other business models. Benoit Reillier and Laure Claire Reillier are co-founders of Launchworks, a leading advisory firm focused on helping organizations develop and scale innovative business models.

Blottentots, and how to Make Them John Prosper Carmel 1907

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.

The Sharing Economy Arun Sundararajan 2016-05-13 The wide-ranging implications of the shift to a sharing economy, a new model of organizing economic activity that may supplant traditional corporations.

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.

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.

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."

Winning the Right Game Ron Adner 2023-01-03 How to succeed in an era of ecosystem-based disruption: strategies and tools for offense, defense, timing, and leadership in a changing competitive landscape. The basis of competition is changing. Are you prepared? Rivalry is shifting from well-defined industries to broader ecosystems: automobiles to mobility platforms; banking to fintech; television broadcasting to video streaming. Your competitors are coming from new directions and pursuing different goals from those of your familiar rivals. In this world, succeeding with the old rules can mean losing the new game. Winning the Right Game introduces the concepts, tools, and frameworks necessary to confront the threat of ecosystem disruption and to develop the strategies that will let your organization play ecosystem offense. To succeed in this world, you need to change your perspective on competition, growth, and leadership. In this book, strategy expert Ron Adner offers a new way of thinking, illustrating breakthrough ideas with compelling cases. How did a strategy of ecosystem defense save Wayfair and Spotify from being crushed by giants Amazon and Apple? How did Oprah Winfrey redraw industry boundaries to transition from television host to multimedia mogul? How did a shift to an alignment mindset enable Microsoft's cloud-based revival? Each was rooted in a new approach to competitors, partners, and timing that you can apply to your own organization. For today's leaders the difference between success and failure is no longer simply winning, but rather being sure that you are winning the right game.

Digital to the Core Mark Raskino 2016-09-12 There is no simple strategic method for dealing with the multidimensional nature of digital change. Even the sharpest leaders can become disoriented as change builds on change, leaving almost nothing certain. Yet to stand still is to fail. Enterprises and leaders must re-master themselves to succeed. Leaders must identify the key macro forces, then lead their organizations at three distinct levels: industry, enterprise, and self. By doing this they cannot only survive but clean up. Digital to the Core makes the case that all business leaders must understand the impact the digital revolution will continue to play in their industries, companies, and leadership style and practices. Drawing on interviews with over 30 top C-level executives in some of the world's most powerful companies and government organizations, including GE, Ford, Tory Burch, Babolat, McDonalds, Publicis and UK Government Digital Service, this book delivers practical insights from those on the front lines of major digital upheaval. The authors incorporate Gartner's annual CIO and CEO global survey research and also apply the deep knowledge and qualitative insights they have acquired as practitioners, management researchers, and advisors over decades in the business. Above all else, Raskino and Waller want companies and their top leaders to understand the full impact of digital change and integrate it at the core of their businesses.

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 than 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.

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.

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.

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!

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!

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.

The Upstarts Brad Stone 2017-01-31 ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

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