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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.

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Parker and two colleagues have produced a readable trade book on the "platform revolution" focusing on how a set of Internet firms that digitally match buyers and sellers in a variety of information intensive industries.

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Platform Revolution: How Networked Markets Are

Platform Revolution demystifies the concept by providing clear prose, insightful examples, and practical lessons. • Hal Varian, chief economist, Google, and author of Information Rules How networked markets are transforming the economy and how to make them work for you.

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