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Hardcover – 1 April 2016 by Geoffrey G. Parker (Author), Marshall W. Van Alstyne (Author), Sangeet Paul Choudary (Author)

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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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