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Platform Scale How An Emerging Business Model Helps Startups Build Large Empires With Minimum Investment

Corporate Explorers Transform Disruption Into Opportunity With This Proven Framework Innovation used to be seen as a game best left to entrepreneurs, but now a new breed of corporate managers is flipping this logic on its head. These Corporate Explorers have the insight, resilience, and discipline to overcome the obstacles and build new ventures from inside even the largest organizations. Corporate Explorers are part entrepreneurs, using innovation disciplines

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to jump start cutting-edge ideas, and part change leaders, capable of creating support for investment. They see that corporations already own the ideas, resources, and—critically—the talent to build new ventures. Companies like Amazon, Microsoft, Bosch, LexisNexis, and Analog Devices enable managers to put these assets to use and gain an upper hand over startups that threaten to disrupt them. Corporate Explorer is a guidebook to the practices that enable these managers to go from idea into action. It demonstrates how success is not only possible but may offer entrenched companies better odds than venture-capital backed startups. This actionable and proven framework explains how managers can become successful corporate innovators; it

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includes tools to: Learn how to apply innovation practices with greater discipline Turn great ideas into a full-time job as an innovation leader Experiment with and scale original business models Transform innovation programs into a thriving source of new business Attract, retain, and motivate entrepreneurial talent Energize employees by creating a realistic way to innovate These lessons come from the trailblazers of corporate innovation—Andrew Binns (Change Logic), Charles O'Reilly (Stanford Graduate School of Business), and Michael Tushman (Harvard Business School)—who have decades of experience helping entrepreneurial-minded executives activate employees to become Corporate Explorers. Entrepreneurs take notice—it's

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time for Corporate Explorers to set the pace and chart the course for disruption.

"Shift is a powerful work full of insight stemming from Haydn Shaughnessy's formidable powers of observation and research." -Patrick Reynolds, Chief Strategy Officer, Triton Digital

There is a new economy growing all around us.

Whether you own a business or lead one, are a freelancer or employee, are beginning a career or working your way up the ladder, Shift provides a guide to the major changes that are reshaping the economy and our lives. Haydn Shaughnessy spells out why the current economic transformation is different from anything that preceded it. The digital economy is not just about new technology. Dramatic changes

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are taking place in how people work together, how they think about society and wealth, and the risks and options they face in employment and business. Haydn draws a detailed picture of new power groups that are driving this new economy—turning rapid innovation into real-time disruption. These power groups are rendering governments increasingly irrelevant in their traditional job creation and economic growth roles, and putting more demands on companies, online communities, and individuals. Shift is essential reading for anyone who wants to understand the digital revolution that is changing economic policy, work, and prosperity for the vast majority of people. It is a survival guide for the 21st-century economy.

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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

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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

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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.

A Financial Times Best Business Book of the Year Named one of 10 Best New Management Books for 2022 by Thinkers50 "An advocate of sustainable capitalism explains how it's done" — The Economist "Polman's new book with the sustainable business expert Andrew Winston...argues that it's profitable to do business with the goal of making the

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world better." — The New York Times Named as recommended reading by Fortune's CEO Daily "...Polman has been one of the most significant chief executives of his era and that his approach to business and its role in society has been both valuable and path-breaking." — Financial Times The ex-Unilever CEO who increased his shareholders' returns by 300% while ensuring the company ranked #1 in the world for sustainability for eleven years running has, for the first time, revealed how to do it. Teaming up with Andrew Winston, one of the world's most authoritative voices on corporate sustainability, Paul Polman shows business leaders how to take on humanity's greatest and most urgent challenges—climate change and inequality—and build a

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thriving business as a result. In this candid and straight-talking handbook, Polman and Winston reveal the secrets of Unilever's success and pull back the curtain on some of the world's most powerful c-suites. Net Positive boldly argues that the companies of the future will profit by fixing the world's problems, not creating them. Together the authors explode our most prevalent corporate myths: from the idea that business' only function is to maximise profits, to the naïve hope that Corporate Social Responsibility will save our species from disaster. These approaches, they argue, are destined for the graveyard. Instead, they show corporate leaders how to make their companies "Net Positive"—thriving by giving back more to the world than they take. Net Positive companies

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unleash innovation, build trust, attract the best people, thrill customers, and secure lasting success, all by helping create stronger, more inclusive societies and a healthier planet. Heal the world first, they argue, and you'll satisfy your investors as a result. With ambitious vision and compelling stories, Net Positive will teach you how to find the inner purpose and courage you need to embrace the only business model that will matter in the years ahead. You will learn how to lead others and unlock your company's soul, while setting and delivering big and aggressive goals, and taking responsibility for all of your company's impacts. You'll find out the secrets to partnering with others, including your competition and critics, to drive transformative change from which you will

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prosper. You'll build a company that serves your people, your customers, your communities, your shareholders—and your children and grandchildren will thank you for it. Is this win-win for business and humanity too good to be true? Don't believe it. The world's smartest CEOs are already taking their companies on the Net Positive journey and benefitting as a result. Will you be left behind? Join the movement at netpositive.world

*The Role of Telehealth in an Evolving Health Care
Environment
Shift*

*How Power Works in Our Hyperconnected World--and How
to Make It Work for You*

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The New Community Rules

The Interaction Field

Aligning Architecture, Governance, and Strategy

Marketing on the Social Web

Discusses Web site hierarchy, usability, navigation systems, content labeling, configuring search systems, and managing the information architecture development process.

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

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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.

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In 1996, the Institute of Medicine (IOM) released its report *Telemedicine: A Guide to Assessing Telecommunications for Health Care*. In that report, the IOM Committee on Evaluating Clinical Applications of Telemedicine found telemedicine is similar in most respects to other technologies for which better evidence of effectiveness is also being demanded. Telemedicine, however, has some special characteristics-shared with information technologies generally-that warrant particular notice from evaluators and decision makers. Since that time, attention to telehealth

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has continued to grow in both the public and private sectors. Peer-reviewed journals and professional societies are devoted to telehealth, the federal government provides grant funding to promote the use of telehealth, and the private technology industry continues to develop new applications for telehealth. However, barriers remain to the use of telehealth modalities, including issues related to reimbursement, licensure, workforce, and costs. Also, some areas of telehealth have developed a stronger evidence base than others. The Health Resources and

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Service Administration (HRSA) sponsored the IOM in holding a workshop in Washington, DC, on August 8-9 2012, to examine how the use of telehealth technology can fit into the U.S. health care system. HRSA asked the IOM to focus on the potential for telehealth to serve geographically isolated individuals and extend the reach of scarce resources while also emphasizing the quality and value in the delivery of health care services. This workshop summary discusses the evolution of telehealth since 1996, including the increasing role of the private sector, policies that have

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promoted or delayed the use of telehealth, and consumer acceptance of telehealth. The Role of Telehealth in an Evolving Health Care Environment: Workshop Summary discusses the current evidence base for telehealth, including available data and gaps in data; discuss how technological developments, including mobile telehealth, electronic intensive care units, remote monitoring, social networking, and wearable devices, in conjunction with the push for electronic health records, is changing the delivery of health care in rural and urban environments. This report

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also summarizes actions that the U.S. Department of Health and Human Services (HHS) can undertake to further the use of telehealth to improve health care outcomes while controlling costs in the current health care environment.

Estudo comparado sobre o tratamento dado à discriminação no emprego no Direito do trabalho dos seguintes países: Estados Unidos, Reino Unido, Alemanha, França, Austrália, Coréia, Formosa, Japão.

How Courageous Companies Thrive by Giving More Than They Take

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The Language of New Media

Understanding Reddit

A User's Guide to the New Economy

The Stack

Matchmakers

Frameworks, Concepts and Design

#1 NEW YORK TIMES BEST SELLER • In this urgent, authoritative book, Bill Gates sets out a wide-ranging, practical—and accessible—plan for how the world can get to zero greenhouse gas emissions in time to avoid a climate catastrophe. Bill Gates has spent a decade investigating the causes and

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effects of climate change. With the help of experts in the fields of physics, chemistry, biology, engineering, political science, and finance, he has focused on what must be done in order to stop the planet's slide to certain environmental disaster. In this book, he not only explains why we need to work toward net-zero emissions of greenhouse gases, but also details what we need to do to achieve this profoundly important goal. He gives us a clear-eyed description of the challenges we face. Drawing on his understanding of innovation and what it takes to get new ideas into the market, he

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describes the areas in which technology is already helping to reduce emissions, where and how the current technology can be made to function more effectively, where breakthrough technologies are needed, and who is working on these essential innovations. Finally, he lays out a concrete, practical plan for achieving the goal of zero emissions—suggesting not only policies that governments should adopt, but what we as individuals can do to keep our government, our employers, and ourselves accountable in this crucial enterprise. As Bill Gates makes clear, achieving zero emissions will not be

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simple or easy to do, but if we follow the plan he sets out here, it is a goal firmly within our reach.

A comprehensive political and design theory of planetary-scale computation proposing that The Stack—an accidental megastructure—is both a technological apparatus and a model for a new geopolitical architecture. What has planetary-scale computation done to our geopolitical realities? It takes different forms at different scales—from energy and mineral sourcing and subterranean cloud infrastructure to urban software and massive universal addressing systems; from interfaces

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drawn by the augmentation of the hand and eye to users identified by self-quantification and the arrival of legions of sensors, algorithms, and robots. Together, how do these distort and deform modern political geographies and produce new territories in their own image? In *The Stack*, Benjamin Bratton proposes that these different genres of computation—smart grids, cloud platforms, mobile apps, smart cities, the Internet of Things, automation—can be seen not as so many species evolving on their own, but as forming a coherent whole: an accidental megastructure called *The Stack* that is both a computational

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apparatus and a new governing architecture. We are inside The Stack and it is inside of us. In an account that is both theoretical and technical, drawing on political philosophy, architectural theory, and software studies, Bratton explores six layers of The Stack: Earth, Cloud, City, Address, Interface, User. Each is mapped on its own terms and understood as a component within the larger whole built from hard and soft systems intermingling—not only computational forms but also social, human, and physical forces. This model, informed by the logic of the multilayered structure of protocol

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“stacks,” in which network technologies operate within a modular and vertical order, offers a comprehensive image of our emerging infrastructure and a platform for its ongoing reinvention. The Stack is an interdisciplinary design brief for a new geopolitics that works with and for planetary-scale computation. Interweaving the continental, urban, and perceptual scales, it shows how we can better build, dwell within, communicate with, and govern our worlds.

thestack.org

Platform Scale explains the design of a family of emerging digital business models

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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 designing

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and growing a platform business model and address the key factors that lead to the success and failure of these businesses. Emerging Technologies for Librarians: A Practical Approach to Innovation focuses on the practical applications of emerging technologies in libraries, defining the technologies in the context of their use in real situations. Each chapter includes an overview of the use of emerging technologies in a particular work area that is followed by a list of relevant applications. Chapters cover work areas such as advertising, distance learning, metadata. and digital

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libraries, and also focus on applications, including mobile computing and web conferencing, followed by a conclusion. This book serves as a guide for those interested in learning about, and implementing, the available technologies that enhance library services, and also lists and discusses the types of emerging technologies that are available for a specific area of work. Discusses and reviews practical applications of emerging technologies for librarians Explores what emerging technologies are available in particular areas of library services Describes and evaluates applications

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Connects library work to innovations

The Solutions We Have and the Breakthroughs
We Need

Strategy in the Age of Digital Competition,
Innovation, and Power

Foundations of Machine Learning, second
edition

Corporate Explorer

How Corporations Beat Entrepreneurs at the
Innovation Game

New Power

Platforms, Markets and Innovation

**In a world where web services can make real-time data accessible to
anyone, how can the government leverage this openness to improve**

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its operations and increase citizen participation and awareness?

Through a collection of essays and case studies, leading visionaries and practitioners both inside and outside of government share their ideas on how to achieve and direct this emerging world of online collaboration, transparency, and participation. Contributions and topics include: Beth Simone Noveck, U.S. Deputy Chief Technology Officer for open government, "The Single Point of Failure" Jerry Brito, senior research fellow at the Mercatus Center at George Mason University, "All Your Data Are Belong to Us: Liberating Government Data" Aaron Swartz, cofounder of reddit.com, OpenLibrary.org, and BoldProgressives.org, "When Is Transparency Useful?" Ellen S. Miller, executive director of the Sunlight Foundation, "Disrupting Washington's Golden Rule" Carl Malamud, founder of Public.Resource.Org, "By the People" Douglas Schuler,

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president of the Public Sphere Project, "Online Deliberation and Civic Intelligence" Howard Dierking, program manager on Microsoft's MSDN and TechNet Web platform team, "Engineering Good Government" Matthew Burton, Web entrepreneur and former intelligence analyst at the Defense Intelligence Agency, "A Peace Corps for Programmers" Gary D. Bass and Sean Moulton, OMB Watch, "Bringing the Web 2.0 Revolution to Government" Tim O'Reilly, founder and CEO of O'Reilly Media, "Defining Government 2.0: Lessons Learned from the Success of Computer Platforms" Open Government editors: Daniel Lathrop is a former investigative projects reporter with the Seattle Post Intelligencer who's covered politics in Washington state, Iowa, Florida, and Washington D.C. He's a specialist in campaign finance and "computer-assisted reporting" -- the practice of using data analysis to

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report the news. Laurel Ruma is the Gov 2.0 Evangelist at O'Reilly Media. She is also co-chair for the Gov 2.0 Expo.

The death of Samantha Grey's mother and imprisonment of her father made her shut everyone out of her life. Including him. Ten years later, the murder of her father brings them back together and now Detective Nate Evans has two mysteries on his hands: a murder to solve and a past of questions that still gnaw at the surface to face. A past he's tried hard to bury. One that includes her. As Nate and Samantha are forced to work together to bring justice for the dead, it is clear the case is not the only mystery being unearthed between them. They are led down dark, township alleyways, towards drug-dealer territory, and into the box of a decade old cold case... but how long will they take to realize how deep the roots of this case go? Neither of them are prepared for the trials they face as they start

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digging through Samantha's twisted family history and exposing the cost of hidden truths. Will the collision of the past and present destroy what little faith they have in finding healing, or will it be the key to solving the decade old mysteries between them and finding redemption in the chaos? Emily Hart is a young South African author. She's been involved in humanitarian work in the Middle East and half a dozen African countries, meeting people and seeing places that inspire her writing. Emily lives in Stellenbosch with her family and five chickens.

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

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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."

Thirty years ago Bill McKibben offered one of the earliest warnings about climate change. Now he broadens the warning: the entire

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human game, he suggests, has begun to play itself out. Bill McKibben's groundbreaking book *The End of Nature* -- issued in dozens of languages and long regarded as a classic -- was the first book to alert us to global warming. But the danger is broader than that: even as climate change shrinks the space where our civilization can exist, new technologies like artificial intelligence and robotics threaten to bleach away the variety of human experience. Falter tells the story of these converging trends and of the ideological fervor that keeps us from bringing them under control. And then, drawing on McKibben's experience in building 350.org, the first truly global citizens movement to combat climate change, it offers some possible ways out of the trap. We're at a bleak moment in human history -- and we'll either confront that bleakness or watch the civilization our forebears built slip away. Falter is a powerful and sobering call to

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arms, to save not only our planet but also our humanity.

How to Unlock the Power of Communities and Networks to Grow Your Business

Modern Monopolies

How to Take Your Business to the Next Level Without Losing Control and Running Out of Cash

The Antitrust Paradox

Open Government

Falter

Platform Business Models

During the last decade, platform businesses such as Uber, Airbnb, Amazon and eBay have been taking over the world.

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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

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(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

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Platform Ecosystems is a hands-on guide that offers a complete roadmap for designing and orchestrating vibrant software platform ecosystems. Unlike software products that are managed, the evolution of ecosystems and their myriad participants must be orchestrated through a thoughtful alignment of architecture and governance. Whether you are an IT professional or a general manager, you will benefit from this book because platform strategy here lies at the

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intersection of software architecture and business strategy. It offers actionable tools to develop your own platform strategy, backed by original research, tangible metrics, rich data, and cases. You will learn how architectural choices create organically-evolvable, vibrant ecosystems. You will also learn to apply state-of-the-art research in software engineering, strategy, and evolutionary biology to leverage ecosystem dynamics unique to platforms. Read this book to learn how to: Evolve software products and

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services into vibrant platform ecosystems
Orchestrate platform architecture and
governance to sustain competitive
advantage Govern platform evolution using
a powerful 3-dimensional framework If
you're ready to transform platform
strategy from newspaper gossip and
business school theory to real-world
competitive advantage, start right here!
Understand how architecture and strategy
are inseparably intertwined in platform
ecosystems Architect future-proof
platforms and apps and amplify these

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choices through governance Evolve platforms, apps, and entire ecosystems into vibrant successes and spot platform opportunities in almost any—not just IT—industry

In the last century, we have witnessed the rise of a new kind of company, one that leverages on a new business model – the platform. Though platform companies are very common, they can take extremely diverse forms in today's business landscape. People use the term 'platform' to mean many different things. Managers

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are often confused about which is platform business and which is not. When it comes to platform strategy, things become even more complicated. Using real world examples, this book acts as a primer for platform strategy, discussing the underlying mechanism of various types of platform models to help people understand what platform business is and what they can do with it. Theories and frameworks appropriate for understanding platform business are introduced and related cases follow to support readers' understanding.

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The diverse and international case studies analysed range from IBM's horizontal production platform, to the digital platform of China's breakout smartphone star, Xiaomi. This book will not only enable readers to understand platform business, but also teach them how to harness these frameworks to build effective strategies for their own platform business pursuits.

Inspired by the success of platforms such as Airbnb, Etsy or Fiverr? Want to know how to build an online marketplace

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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

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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

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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

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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

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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

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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

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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

Emerging Areas in Bioengineering
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Platform Strategy: A New Paradigm For A
Changing World

How to Avoid a Climate Disaster

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**The Fight for a Human Future at the New
Frontier of Power**

Smartphone-Based Detection Devices

**Organizing Business and Technology Teams
for Fast Flow**

"This book offers a comprehensive scholarly overview of Reddit, one of the most popular and least studied social platforms of the early 21st century. The book inspires new ways of thinking about it Reddit, considering it from multiple perspectives: through a historical lens, as a site where identity is forged, as a democracy, as a community, and as a news aggregator and distributor. By bringing theories from

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computer-mediated communication, communication studies, and sociology to bear on original, large-scale observational analyses of Reddit's communities, this book provides a uniquely comprehensive overview of the platform's first 15 years. Understanding Reddit will help us make sense of how rapidly growing communities function in an era of mass online anonymity. Serving both as a primer on how social behavior on Reddit plays out, and as a way of locating it within multiple theoretical traditions, the book will offer important insights to scholars and students in the disciplines of communication, media studies, information science, internet and emerging media studies, and sociology"--

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In her pioneering book *Platform Leadership* (with Michael Cusumano), Gawer gave us the strategy of building coalitions of customers, suppliers, and complementors. Now, she brings together a number of the leading researchers in the area of platform strategy to give us a book that will be a key reference for both practitioners and academics. Adam Brandenburger, New York University, US Annabelle Gawer's collected volume of research shows that a vibrant community of scholars has arisen around platforms and innovation. Each of the chapters is first rate, with top researchers offering some of their latest work. This will be an indispensable book for students of innovation and technology management

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everywhere. Henry Chesbrough, University of California, Berkeley, US Annabelle Gawer's Platforms, Markets and Innovation is the first serious exploration of the critical but subtle role that platforms play in business, society and our personal lives. As digital technologies penetrate every nook and cranny of the world around us, we rely on platforms to both help us use the new technologies, as well as to organize new markets of innovation that add applications on top of the platforms and make them far more valuable. Dr Gawer's excellent book is designed to help us understand the mysterious nature of platforms. It brings together the insights of twenty-four experts around the world who

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contributed to the fourteen chapters of the book. Dr Gawer s book is invaluable to anyone trying to understand the nuanced nature of platforms, and their implications for the evolution of innovation in the 21st century. Irving Wladawsky-Berger, IBM Academy of Technology, US The emergence of platforms is a novel phenomenon impacting most industries, from products to services. Industry platforms such as Microsoft Windows or Google, embedded within industrial ecosystems, have redesigned our industrial landscapes, upset the balance of power between firms, fostered innovation and raised new questions on competition and innovation. Annabelle Gawer presents cutting-edge

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contributions from 24 top international scholars from 19 universities across Europe, the USA and Asia, from the disciplines of strategy, economics, innovation, organization studies and knowledge management. The novel insights assembled in this volume constitute a fundamental step towards an empirically based, nuanced understanding of the nature of platforms and the implications they hold for the evolution of industrial innovation. The book provides an overview of platforms and discusses governance, management, design and knowledge issues. With a multidisciplinary approach, this book will strongly appeal to academics and advanced students in management, innovation, strategy,

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economics and design. It will also prove an enlightening read for business managers in IT industries.

The most important book on antitrust ever written. It shows how antitrust suits adversely affect the consumer by encouraging a costly form of protection for inefficient and uncompetitive small businesses. 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.

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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

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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.

Collaboration, Transparency, and Participation in Practice

Platform Scale

A Policy at War With Itself

The Business of Platforms

The Fourth Industrial Revolution

The Sciences of the Artificial

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A new edition of a graduate-level machine learning textbook that focuses on the analysis and theory of algorithms. This book is a general introduction to machine learning that can serve as a textbook for graduate students and a reference for researchers. It covers fundamental modern topics in machine learning while providing the theoretical basis and conceptual tools needed for the

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discussion and justification of algorithms. It also describes several key aspects of the application of these algorithms. The authors aim to present novel theoretical tools and concepts while giving concise proofs even for relatively advanced topics. Foundations of Machine Learning is unique in its focus on the analysis and theory of algorithms. The first four chapters lay the theoretical foundation for what follows; subsequent chapters are mostly

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self-contained. Topics covered include the Probably Approximately Correct (PAC) learning framework; generalization bounds based on Rademacher complexity and VC-dimension; Support Vector Machines (SVMs); kernel methods; boosting; on-line learning; multi-class classification; ranking; regression; algorithmic stability; dimensionality reduction; learning automata and languages; and reinforcement learning. Each chapter

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ends with a set of exercises.

Appendixes provide additional material including concise probability review.

This second edition offers three new chapters, on model selection, maximum entropy models, and conditional entropy models. New material in the appendixes includes a major section on Fenchel duality, expanded coverage of concentration inequalities, and an entirely new entry on information theory. More than half of the exercises

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are new to this edition.

Smartphone usage has created a new means for detection, analysis, diagnosis and monitoring through the use of new apps and attachments. These breakthrough analytical methods offer ways to overcome the drawbacks of more conventional methods, such as the expensive instrumentation that is often needed, complex sample pre-treatment steps, or time-consuming procedures. Smartphone-Based Detection Devices:

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Emerging Trends in Analytical

Techniques gathers these modern developments in smartphone analytical methods into one comprehensive source, covering recent advancements in analytical tools while paying special attention to the most accurate, highly efficient approaches. Serving as a guide not only to analytical chemists but also to environmentalists, biotechnologists, pharmacists, forensic scientists and toxicologists,

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Smartphone-Based Detection Devices: Emerging Trends in Analytical Techniques is an important source for researchers who require accurate analysis of their on- and off-site samples. Students in these fields at the graduate and post-graduate level will also benefit from this topical and comprehensive book. Provides an integrated approach for advanced analytical methods and techniques using smartphones Covers the usage of

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smartphones in sample prep, integration and detection stages of analytical chemistry Applicable for researchers of all levels, from graduate students to professionals

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

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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

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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

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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

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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. From two influential and visionary thinkers comes a big idea that is changing the way movements catch fire and ideas spread in our highly connected world. For the vast majority of human history, power has been held by the few. "Old power" is closed,

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inaccessible, and leader-driven. Once gained, it is jealously guarded, and the powerful spend it carefully, like currency. But the technological revolution of the past two decades has made possible a new form of power, one that operates differently, like a current. "New power" is made by many; it is open, participatory, often leaderless, and peer-driven. Like water or electricity, it is most forceful when it surges. The goal with new power

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is not to hoard it, but to channel it.

New power is behind the rise of participatory communities like Facebook and YouTube, sharing services like Uber and Airbnb, and rapid-fire social movements like Brexit and #BlackLivesMatter. It explains the unlikely success of Barack Obama's 2008 campaign and the unlikelier victory of Donald Trump in 2016. And it gives ISIS its power to propagate its brand and distribute its violence. Even old power

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institutions like the Papacy, NASA, and LEGO have tapped into the strength of the crowd to stage improbable reinventions. In *New Power*, the business leaders/social visionaries Jeremy Heimans and Henry Timms provide the tools for using new power to successfully spread an idea or lead a movement in the twenty-first century. Drawing on examples from business, politics, and social justice, they explain the new world we live in--a

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world where connectivity has made
change shocking and swift and a world
in which everyone expects to
participate.

What It Takes to Dominate the 21st
Century Economy

Has the Human Game Begun to Play Itself
Out?

Emerging Trends in Analytical
Techniques

A Practical Approach to Innovation
Platform Ecosystems

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Information Architecture for the World
Wide Web

A stimulating, eclectic account of new media that finds origins in old media, particularly the cinema. In this book Lev Manovich offers the first systematic and rigorous theory of new media. He places new media within the histories of visual and media cultures of the last few centuries. He discusses new media's reliance on conventions of old media, such as the rectangular frame and mobile camera, and shows how new media works create the illusion of reality, address the viewer, and

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represent space. He also analyzes categories and forms unique to new media, such as interface and database. Manovich uses concepts from film theory, art history, literary theory, and computer science and also develops new theoretical constructs, such as cultural interface, spatial montage, and cinegratography. The theory and history of cinema play a particularly important role in the book. Among other topics, Manovich discusses parallels between the histories of cinema and of new media, digital cinema, screen and montage in cinema and in new media, and historical ties between avant-garde film and new media.

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Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economic advancement

In Team Topologies DevOps consultants Matthew Skelt and Manuel Pais share secrets of successful team patterns and interactions to help readers choose and evolve the right team patterns for their organization, making sure to keep the software healthy and optimize value streams. Team Topologies will help readers discover:

- Team patterns used by successful organizations.
- Common team patterns to avoid with modern software systems
- When and why to use different team patterns
- How to

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evolve teams effectively. • How to split software and a to teams.

Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable startups, 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,

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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

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matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances of 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 book you'll need in order to navigate this appealing but confusing world.

Exposed

On Software and Sovereignty

The Revolutionary New Way to Create Shared Value for
Businesses, Customers, and Society

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Platform Strategy

New Developments in Employment Discrimination Law

The Age of Surveillance Capitalism

The New Economics of Multisided Platforms

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

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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,

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what it means for businesses today, and how managers, entrepreneurs, and business owners can adapt and thrive in this new era.

*Plenty of books have been written on startups, but not much has been written about what happens next, when you want to scale and move your business into an advanced stage of growth: the classic "too big to be small and too small to be big" stage. In *Scaleup: How to Take Your Business To the Next Level Without Losing Control and Running out of Cash*, Colin Mills draws on real life experience, working with thousands of businesses across the globe to create a framework for scaling up that until now has just not existed. This is not academic theory: you'll find stories and examples from real-world businesses that*

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have successfully managed the transition from startup to scaleup. Whether you're the owner of a fast-growing business and you want to scale your business to more advanced growth, or you feel frustrated because you came out of the startup phase but growth has stalled and you wonder whether you can face the pain of further growth, then this book has got something for you.

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could

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not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme

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concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

The Sciences of the Artificial reveals the design of an intellectual structure aimed at accommodating those empirical phenomena that are "artificial" rather than "natural." The goal is to show how empirical sciences of artificial systems are possible, even in the face of the

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contingent and teleological character of the phenomena, their attributes of choice and purpose. Developing in some detail two specific examples—human psychology and engineering design—Professor Simon describes the shape of these sciences as they are emerging from developments of the past 25 years. "Artificial" is used here in a very specific sense: to denote systems that have a given form and behavior only because they adapt (or are adapted), in reference to goals or purposes, to their environment. Thus, both man-made artifacts and man himself, in terms of his behavior, are artificial. Simon characterizes an artificial system as an interface between two environments—inner and outer. These environments lie in the province of "natural science," but the interface, linking them, is the

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realm of "artificial science." When an artificial system adapts successfully, its behavior shows mostly the shape of the outer environment and reveals little of the structure or mechanisms of the inner. The inner environment becomes significant for behavior only when a system reaches the limits of its rationality and adaptability, and contingency degenerates into necessity.

For A Post-Pandemic World

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

Team Topologies

Workshop Summary

Emerging Technologies for Librarians

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A Practical Guide to Building a Successful Online

Marketplace Business

The Lean Marketplace

"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

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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.

With more than 40 contributions from expert authors, this is an extensive overview of all important research topics in the field of bioengineering, including metabolic engineering,

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biotransformations and biomedical applications. Alongside several chapters dealing with biotransformations and biocatalysis, a whole section is devoted to biofuels and the utilization of biomass. Current perspectives on synthetic biology and metabolic engineering approaches are presented, involving such example organisms as *Escherichia coli* and *Corynebacterium glutamicum*, while a further section covers topics in biomedical engineering including drug delivery systems and biopharmaceuticals. The book concludes with chapters on computer-aided bioprocess engineering and systems biology. This

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is a part of the Advanced Biotechnology book series, covering all pertinent aspects of the field with each volume prepared by eminent scientists who are experts on the topic in question.

Invaluable reading for biotechnologists and bioengineers, as well as those working in the chemical and pharmaceutical industries.

Blogs, networking sites, and other examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With *The New Community Rules*, you'll understand how social web technologies work,

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and learn the most practical and effective ways to reach people who frequent these sites. Written by an expert in social media and viral marketing, this book cuts through the hype and jargon to give you intelligent advice and strategies for positioning your business on the social web, with case studies that show how other companies have used this approach. The New Community Rules will help you: Explore blogging and microblogging, and find out how to use applications such as Twitter to create brand awareness Learn the art of conversation marketing, and how social media thrives on

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honesty and transparency Manage and enhance your online reputation through the social web Tap into the increasingly influential video and podcasting market Discover which tactics work -- and which don't -- by learning about what other marketers have tried Many consumers today use the Web as a voice. The New Community Rules demonstrates how you can join the conversation, contribute to the community, and bring people to your product or service.

This book introduces platform firms as unique business models. Leveraging on the early literature on network economics and strategy

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frameworks, this book explores how platform business firms evolve in the modern business world. Taking a strategic perspective, this book engages the reader with core concepts, case studies, and frameworks for analyzing platform business firms. This book differentiates platform business firms from traditional pipeline firms; explores engagement with different actors, value creation, and operations of platforms; elucidates resources and capabilities of platform firms that provide them sustained competitive advantage; analyzes performance levers in operating platform business models, including

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complementarities with other business models; and discusses the sustainability of platform business models, in the face of regulatory and societal challenges, among others. The book is designed as a primer for entrepreneurs setting up and operating platform business firms, senior managers in large corporations repurposing their resources to initiate network dynamics in their businesses, early career managers, and professionals engaging with myriad platform firms for their professional and personal needs. This book intends to provide a decision-maker with a portfolio of decisions to make to create,

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operate, sustain, and generate value out of a platform business firm. It is also useful for policy professionals to appreciate the economics and policy implications of regulating and governing platforms in a post-digital world.

Net Positive