The Age of the Platform

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Buoyed by the success of Amazon, Apple, Facebook, and Google, thousands of companies of all sizes are fundamentally rethinking how they do business. They are creating vibrant ecosystems and, in the process, reaping big rewards. In the tradition of The Long Tail, The Age of the Platform demonstrates how the world of business today is vastly different from that of even ten years ago. Today, the most successful companies are operating under an entirely different business model-one predicated on collaboration, emerging technologies, externally driven innovation, different types of partnerships, and vibrant ecosystems. Rife with examples, The Age of the Platform is nothing less than essential reading to understand business today--and where it is going.

作者介绍:

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书评

平台不只是整合多种设备：Powerful platforms transcend multiple devices
宁可实验并且失败，也不坐等风险消失It's better to experiment and fail(at least to some extent) than to wait until all risk has been eliminated Today, failing to act soon enough is almost a...

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