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Platform Strategy: How to Unlock the Power of Communities and Networks to Grow Your Business by. Laure Claire Reillier, Benoit Reillier (Goodreads Author) 4.28 · Rating details · 43 ratings · 5 reviews During the last decade, platform businesses such as Uber, Airbnb, Amazon and eBay have been taking over the world. In almost every sector ...

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By @SimonCocking, Platform Strategy: How to Unlock the Power of Communities and Networks to Grow Your Business 1st Edition reviewed. Available from Amazon here.. 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 ...

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Founders of Launchworks a digital strategy boutique focused on designing innovative business models, Laure Claire and Benoit Reillier recently co-authored Platform Strategy: How to unlock the power of communities and networks to grow your business (Routledge 2017). See: www.platformstrategy.co

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Platform Strategy | Taylor & Francis Group

Platform strategy : how to unlock the power of communities and networks to grow your business. Reillier, Laure Claire, (2017) Platform strategy : libérez le potentiel des communautés et des réseaux pour accélérer votre croissance

Platform Strategy : How to Unlock the Power of Communities ...

Platform Strategy reads a like an academic textbook with a rigorous structure covering all aspects of the marketplace models, operations and ecosystems. Well documented, enriched with many examples of large well established platforms as well as emerging players, this will become a reference book in the growing and exciting platform business domain.

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