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Network effects refers to the impact that the number of users on the platform has on the value created for each other.

Frictionless entry is a key factor in enabling a platform to grow

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rapidly. The key to minimising  
most negative network effects is  
quality curation, which increases  
the chances of a happy match  
between producer PLATFORMS  
ARE ONLINE MARKETPLACES  
FOR INFORMATION TRANSFER  
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According to the authors of

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a platform is a business model that

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connects people, organizations,  
and resources through technology.  
Possibly, in an interactive  
ecosystem, invariably creating an  
environment that facilitates the  
creation and exchange of value.

The Platform Revolution:

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Platform Revolution delivers the first comprehensive analysis of how platforms use technology to match producers and consumers in a multisided marketplace, unlocking hidden resources and

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creating new forms of value. When a company like Uber connects drivers with passengers, everybody wins - except traditional cab companies, which are scrambling to survive.

Platform Revolution: How

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explores the what, how and why of  
this revolution and provides the  
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Markets, PayPal, Alibaba, Uber—  
these seemingly disparate  
companies have upended entire  
industries by harnessing a single  
phenomenon: the platform  
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