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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 rapidly. The key to minimising most negative

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network effects

is quality

curation, which

increases the

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happy match

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platforms, such
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companies can
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Economy and How
to Make Them
Work for You, a
platform is a
business model
that connects
people,
organizations,
and resources
through
technology.

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Possibly, in an interactive networked ecosystem, invariably creating an environment that facilitates the creation and exchange of value.

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delivers the

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comprehensive

analysis of how

platforms use

technology to

match producers

and consumers in

a multisided

marketplace,

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unlocking hidden resources and 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.

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multi-sided marketplace,
unlocking hidden
resources and
creating new
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explores the
what, how and
why of this
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provides the
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