

	<p>Book: Platform Revolution</p>
	<p>Authors: Gefoffrey G. Parker Marshal W. van Alstyne Sangeet Paul Choudary</p>
	<p>Publisher: Norton</p>
	<p>Publication year: 2016</p> <p>The concept of platforms is not new and it's not digital. A platform is a business model where more than 2 players (beyond producers and consumers) create value by facilitating exchanges. The platforms are more easily scalable, by creating a network of resources, competences and players accessible on demand. New digital markets are fast and multisided and platforms are key on building value, services, new channels and different levels of openness. Digital is ubiquitous and platforms are a business model that goes beyond IT. More than just connecting sellers and buyers, the platforms are a fundamental part of new and established business. The platform builders need to address the key-trust-building factors: security, regulation, connectivity, ethics. The shift to the platform model has created a whole new breed of companies but its potential impact will have to be accounted for established business (healthcare, finance, logistics, energy, services, etc). The platform revolution is changing the rules of competition from the linear "pipeline" legacy model to a distributed model where the market shifts and connects additional potential developers that add value where it matters..... to the customer.</p>
<p>Some remarkable quotes.</p>	<ul style="list-style-type: none"> - "the first big principle of smart self-governance for platforms is internal transparency". - "Metrics should track the life cycle of the platform". - "Internet of Things (IoT): a worldwide platform of platforms". - "Platform revolution will NOT change the ultimate goal that technology, business and the economic system serve. " - "The platform revolution will shape transformations in the market for labor and professional services".
<p>Lessons and inspiration.</p>	<p>The platform concept (or even revolution) seems to confirm the old philosophical principle: "the whole is more than the sum of the parts"</p> <p>As stated by Sun Tzu "opportunities multiply as they are seized". Another way to assess the potential could be based on the old samurai proverb: "if your sword is too short, make a step forward"or build/use a successful platform.</p>