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Platform Revolution by Geoffrey Parker, Marshall Van Alstyne, and Sangeet Choudary is a comprehensive look at the emergence of platforms as market dominators, their competition against pipeline businesses, and best practices in founding and managing platforms. Platforms connect two types of users in order to exchange something of value.

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1-Page Summary of Platform Revolution Overview. Platform Revolution is a book about how platforms have become the dominant market force in today ' s world, and how they are changing the way we do business. It also includes tips on founding and managing platforms. A platform connects two parties for the exchange of a product. Uber is an example of this.

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The platform revolution is huge and growing. T traditional business practices are being overturned. Pipelines are the old style of business, wherein a company designs and makes a product or service and ultimately selling it to the customer.

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Eden McCallum seminar, 27 September 2017

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" Platform Revolution " New platform business models are disrupting traditional industries and have transformed " travel, transportation, media and communication " business models. Consider Airbnb, the room-rental service that offers affordable accommodations in homes, or Uber, the taxi alternative that facilitates buying a ride from someone driving his or her personal car.

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