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Over the last decade or so, we're seeing the emergence of a new form of scale. Today's massively scaling startups - which rapidly grow to millions of users and billions in valuation - do not sell a product or service. Instead, they build a platform on which others can create and exchange value. The many manifestations of the platform business model - social media, the peer economy, cryptocurrencies, APIs and developer ecosystems, the Internet of things,

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crowdsourcing models, and many others

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“But today, the power of the network effect is fading. The network effect isn’t the one-stop solution for repeatable interactions that it once was.”

Platform Scale Quotes by Sangeet Paul Choudary

Platform Scale lays out a structured approach to designing and growing a platform business model and addresses the key factors leading to the success and failure of these businesses. Six core concepts for successful platform business model design 1.

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