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theory, examples, real-
world strategies, and
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businesses.

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scale The mechanism
by which these new
business models scale
so rapidly. Understand
the shift in thinking
needed to manage
businesses with
platform scale and the
impact of network
effects, virality,
behavior design and
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explains the design of
a family of emerging
digital business models
that enables today's
startups to achieve
rapid scale: the
platform business
model. The many
manifestations of the
platform business
model - social media,
the peer economy,
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growth and scale are achieved. The models Choudary uses are presented in illustrations at the end of each chapter and build on each other to form a complete picture of platform dynamics.

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efficiency of the
platform's core
interaction." 4. Solve
chicken and egg
problems Platform
business models face
an all too familiar
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way to scaling.

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