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Founders of Launchworks a digital strategy boutique focused on designing innovative business models, Laure Claire and Benoit Reillier recently co-authored Platform Strategy: How to unlock the power of communities and networks to grow your business (Routledge 2017). See: [www.platformstrategy.co](http://www.platformstrategy.co)

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Platform strategy : how to unlock the power of communities and networks to grow your business. Reillier, Laure Claire, (2017) Platform strategy : libérez le potentiel des communautés et des réseaux pour accélérer votre croissance

Platform Strategy : How to Unlock the Power of Communities ...

Platform Strategy reads a like an academic textbook with a rigorous structure covering all aspects of the marketplace models, operations and ecosystems. Well documented, enriched with many examples of large well established platforms as well as emerging players, this will become a reference book in the growing and exciting platform business domain.

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