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platforms. A platform connects two parties for the exchange of a product. Uber is an example of this.

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networks and allow them to grow and flourish
beyond the narrow confines of the corporation
- have inverted the very nature of the firm.

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"Platform Revolution" New platform business
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And Sangeet Choudary “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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