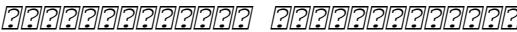


Andrei Hagiuc Harvard Business School Book

The Economics of Platforms Economics: Concepts, Methodologies, Tools, and Applications Multi-Sided Platforms (MSPs) and Sharing Strategies in the Digital Economy: Emerging Research and Opportunities The ^AOxford Handbook of the Digital Economy Strategic Management The Oxford Handbook of Creativity, Innovation, and Entrepreneurship Harvard Business Review California Management Review HBR's 10 Must Reads on Platforms and Ecosystems (with bonus article by "Why Some Platforms Thrive and Others Don't" By Feng Zhu and Marco Iansiti) Management Guide to Intellectual Property for State Departments of Transportation Small Business Sourcebook Journal of Economic Literature Unlocking Retail Success. Leveraging Analytics Stack Solutions for Data-Driven Decision-Making and Competitive Edge Data, Algorithms and Policies 2020 2021 2022 2023 2024 AI Global Innovation Science Handbook Bibliografia națională română Academy of Management Annual Meeting The Journal of Political Economy Paul Belleflamme Management Association, Information Resources Yablonsky, Sergey Martin Peitz Henk W Volberda Christina Ellen Shalley Harvard Business Review Joe Anthony Bradley Olalekan Olaniru Mario Cimoli 2020 2021 2022 2023 2024 Praveen Gupta Academy of Management

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the first book on platforms that concisely incorporates path breaking insights in economics over the last twenty years

organizations governments and corporations are all concerned with distributing their goods and services to those who need them most consequently benefiting in the process only by carefully considering the interrelated nature of social systems can organizations achieve the success they strive for economics concepts methodologies tools and applications explores the interactions between market agents and their impact on global prosperity incorporating both theoretical background and advanced concepts in the discipline this multi volume reference is intended for policymakers economists business leaders governmental and non governmental organizations and students of economic theory

rapid technological advancements have the ability to positively or negatively impact corporate growth and success professional leaders and decision makers must consider such advancements when designing and implementing new policies in preparation for the sustainable future of the business environment multi sided platforms msps and sharing strategies in the digital economy emerging research and opportunities is a critical scholarly resource that examines platform strategies and business models with a focus on multi sided platform business models featuring coverage on a broad range of topics such as digital collaboration business ecosystem and platform value chain this book is an ideal resource for managers researchers academics practitioners and students interested in recent trends in business models in the digital age

the economic analysis of the digital economy has been a rapidly developing research area for more than a decade through authoritative examination by leading scholars this handbook takes a closer look at particular industries business practices and policy issues associated with the digital industry

in the quest for competitive advantage navigating change can be daunting following a unique four part structure focussing on and confronting strategic issues sensing opportunities and threats choosing strategies and transforming organizations this essential textbook offers a fresh and provocative perspective on strategic management

a great deal of research has been conducted on creativity innovation and entrepreneurship although highly interrelated these three areas have developed largely independently of one another the oxford handbook of creativity innovation and entrepreneurship brings together leading scholars in these areas to review major research findings examine their intersections and provide promising directions for future research

help your company adapt to the new rules of competition if you read nothing else on creating value with business platforms and ecosystems read these 10 articles we've combed through hundreds of harvard business review articles and selected the most important ones to help you reap the rewards of multisided platforms msps or defend your company against these formidable opponents this book will inspire you to assess the threat of disruption from platforms in your industry decide whether and how to play with increasingly powerful platform businesses choose the right strategy for transforming your product into a platform harness network effects to maximize value for the partners in your ecosystem shift from managing products to managing interactions learn when moving first and growing fast will work and when it won't manage winner take all dynamics this collection of articles includes pipelines platforms and the new rules of strategy by marshall w van alstyne geoffrey g parker and sangeet paul choudary strategies for two sided markets thomas r eisenmann geoffrey parker and marshall w van alstyne finding the platform in your product by andrei hagiu and elizabeth altman what's your google strategy by andrei hagiu and david b yoffie in the ecosystem economy what's your strategy by michael g jacobides right tech wrong time by ron adner and rahul kapoor managing our hub economy by marco iansiti and karim r lakhani why some platforms thrive and others don't by feng zhu and marco iansiti spontaneous deregulation by benjamin edelman and damien geradin alibaba and the future of business by ming zeng and fixing discrimination in online marketplaces by ray fisman and michael luca hbr's 10 must reads paperback series is the definitive collection of books for new and experienced leaders alike leaders looking for the inspiration that big ideas provide both to accelerate their own growth and that of their companies

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seminar paper from the year 2023 in the subject computer science commercial information technology grade 2 0 international university of applied sciences course analytical software framework language english abstract this study focused on how an analytics stack solution can help a traditional retail company leverage the massive amount of data generated by various sales channels to improve its decision making productivity and competitiveness the analytics stack solution enables real time tracking and analysis of customer behavior sales performance and market trends across physical stores e commerce wholesale and other channels the study also examines the best deployment option on premise or cloud for the analytics stack solution considering the data type volume security privacy flexibility and scaling factors furthermore the study discusses the change management issues essential components of a retail analytics stack and recommendations for adoption

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