

Matchmakers The New Economics Of Multisided Platforms

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Matchmakers: The New Economics of Multisided Platforms Many of the most dynamic companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers.

Matchmakers

The great virtue of the best of these, Matchmakers: The New Economics of Multisided Platforms...is that it reminds us that there is nothing new about multisided platforms—which the authors call matchmaker businesses...History aside, the heart of Matchmakers is an entrepreneurial playbook of sorts for "building, igniting and operating matchmakers." The strongest part of the book is the detailed description of diverse platform business models, both new and old, some of which readers might ...

Matchmakers: The New Economics of Multisided Platforms by ...
Matchmakers create and release value by connecting different groups and reducing transactional and other friction costs. Matchmakers are also known as multi-sided platforms and are becoming increasingly popular and profitable due to advances in technology

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Matchmakers lies somewhere between being a guide for entrepreneurs to start their own multisided platform and being an introductory, economics handbook on multisided platforms, although Evans and Schmalensee land closer to the former than the latter. As a person with a background in economics, I wish the authors would focus more on the ...

Matchmakers: The New Economics of Multisided Platforms by ...
In "Matchmakers," David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who've consulted for some of the...

Matchmakers: The New Economics of Multisided Platforms
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Matchmakers is a journey through the strategies of platform businesses, which are central to our economies. Full of stories, fun to read, stimulating, and rigorous, this terrific book is required reading, from the economics and MBA student to the entrepreneur looking at building a platform to any reader curious about how our economy evolves.*

Buy The Matchmakers: The New Economics of Multisided ...
Multisided platforms which the authors aptly refer to as 'matchmakers', have created huge value for society, and enormous fortunes for their entrepreneurs and shareholders. Of the five most valuable companies in the world last year, three are using the matchmaker business model: Apple, Google, and Microsoft.

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valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people

[PDF] Matchmakers: The New Economics Of Multisided Platforms
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