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### **Platform Revolution: How Networked Markets Are**

The authors also cover essential issues concerning security, regulation, and consumer trust, while examining markets that may be ripe for a platform revolution, including healthcare, education, and energy. As digital networks increase in ubiquity, businesses that do a better job of harnessing the power of the platform will win.

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With their new platform-based business models, companies such as Philips are changing how they do business. The new business rules of the platform economy, which include network effects, distribution power law, and asymmetric competition are providing different paths to growth.

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