INVISIBLE ENGINES: HOW SOFTWARE PLATFORMS DRIVE INNOVATION AND TRANSFORM INDUSTRIES

Software platforms are the invisible engines that have created, touched, or transformed nearly every major industry for the past quarter century. They power everything from mobile phones and automobile navigation systems to search engines and...

Invisible Engines: How Software Platforms Drive Innovation and Transform Industries

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Reader's Opinions

Highly worth the read despite being out-dated. Would love to have seen these guys' faces when iPhone came out. Fun examples and references (including Britney Spears' "Toxic"), skip the last 3 chapters if you've read anything about business, platforms, pricing before.