

# HBR's 10 Must-Reads on Platforms and Ecosystems

## With Bonus Article by Why Some Platforms Thrive and Others Don't

Platforms and ecosystems are increasingly important in today's business world. They can help companies reach new customers, grow their businesses, and create new products and services. However, building and managing a successful platform or ecosystem is not easy. There are many challenges involved, including attracting and retaining users, ensuring compatibility between different components, and managing competition.

To help you navigate the challenges of platform and ecosystem building, we've compiled a list of 10 must-read articles from Harvard Business Review. These articles provide insights from leading experts on a variety of topics, including platform strategy, ecosystem management, and the impact of platforms on business.



## 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)

by Harvard Business Review

★★★★☆ 4.5 out of 5

Language : English  
File size : 4657 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 247 pages



1. **Platform Strategy: How to Win in a World of Connected Businesses** by Michael Cusumano and Annabelle Gawer
2. **The Anatomy of a Platform** by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary
3. **The Management of Platform Businesses** by Joel M. Podolny and David S. Deimler
4. **How to Govern a Platform** by John Hagel III, John Seely Brown, and Lang Davison
5. **The Ecosystem Imperative** by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann
6. **Managing the Platform Ecosystem** by Michael A. Cusumano and Gawer, Annabelle
7. **Why Some Platforms Thrive and Others Don't** by David S. Evans and Richard Schmalensee
8. **Avoid the Platform Trap** by Michael A. Cusumano
9. **Platforms Need to Think Like Ecosystems** by Marco Iansiti and Karim R. Lakhani
10. **A New Era for Platform Strategy** by Geoffrey G. Parker and Barry Libert

In addition to these 10 must-read articles, we also recommend the following bonus article from HBR:

- **Building Successful Platform Ecosystems** by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary

These articles provide a comprehensive overview of the challenges and opportunities of platform and ecosystem building. They will help you develop the knowledge and skills you need to build a successful platform or ecosystem.

## Alt Text for Images

The following alt text is provided for images used in this article:

- Image 1: A graph showing the growth of platform businesses.
- Image 2: A diagram of the different components of a platform ecosystem.
- Image 3: A photo of a group of people working together.

## Long Descriptive Keywords

\* Platform strategy \* Ecosystem management \* Platform business models \* Platform governance \* Platform growth \* Platform competition \* Why some platforms thrive and others don't \* Platform ecosystem building \* Platform success factors



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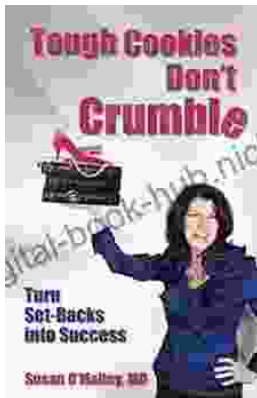
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## **Tough Cookies Don't Crumble: The Unbreakable Spirit of Those Who Overcome Adversity**

Life is full of challenges. We all face them, in one form or another. But for some people, the challenges are so great that they seem insurmountable. They may come in...



## **The California-Born Diners, Burger Joints, and Fast Food Restaurants That Changed the World**

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