

## Machine Platform Crowd Harnessing Our Digital Future

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The message of the book is that these effects (machine, platform, crowds) will start happening in every sector, industry or market. There is an influx of young companies that bear little resemblance to the established incumbents in their industries, yet are deeply disrupting them. These upstarts are platforms, and they are fearsome competitors.

Machine, Platform, Crowd: Harnessing the Digital ...

Andrew McAfee is the co-director of the MIT Initiative on the Digital Economy and co-author of the best-selling The Second Machine Age and Machine, Platform, Crowd: Harnessing Our Digital Future.

Machine, Platform, Crowd: Harnessing Our Digital Future ...

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"Whether technology is moral or not, it is still changing the world-and business-in ways we are barely aware of, as Andrew McAfee and Erik Brynjolfsson show in fascinating detail in Machine, Platform, Crowd: Harnessing Our Digital Future." -- Books of 2017 - Supply Management

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Andrew McAfee and Erik Brynjolfsson have written a book with real human intelligence, concern, feeling, and values, about how the second

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machine age is reshaping business. Machine, Platform, Crowd: Harnessing Our Digital Future by Andrew McAfee & Erik Brynjolfsson, W. W. Norton & Company, 416 pages, Hardcover, June 2017, ISBN 9780393254297

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Machine Platform Crowd Harnessing Our Digital Future

"Machine, Platform, Crowd" is a lucid and timely exploration of three powerful trends unleashed by the digital revolution.

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