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Founders of Launchworks a digital strategy boutique focused on designing innovative business models, Laure Claire and Benoit Reillier recently co-authored Platform Strategy: How to unlock the power of communities and networks to grow your business (Routledge 2017). See: www.platformstrategy.co

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Platform Strategy | Taylor & Francis Group
Platform strategy : how to unlock the power of communities and networks to grow your business. Reillier, Laure Claire, (2017)
Platform strategy : libérez le potentiel des communautés et des réseaux pour accélérer votre croissance

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Platform Strategy reads a like an academic textbook with a rigorous structure covering

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