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PLATFORM LEADERSHIP

HOW INTEL, MICROSOFT, AND CISCO DRIVE INDUSTRY INNOVATION

PLATFORM LEADERSHIP

HOW INTEL, MICROSOFT AND CISCO DRIVE INDUSTRY INNOVATION

SUMMARY: PLATFORM LEADERSHIP

REVIEW AND ANALYSIS OF GAWER AND CUSUMANO'S BOOK

Primento *The must-read summary of Annabelle Gawer and Michael Cusumano's book: "Platform Leadership: How Intel, Microsoft and Cisco Drive Industry Innovation". This complete summary of the ideas from Annabelle Gawer and Michael Cusumano's book "Platform Leadership" shows that the key to success in the high tech field is to succeed in moulding your product into a platform. Platform*

leaders use a business strategy which entails four key levers of platform leadership. In their book, the authors explain each of these levers and include case studies to demonstrate their uses and the advantages they can bring. This summary is a must-read for any entrepreneur who wants to create exceptional revenue for years to come by following in the footsteps of platform leaders. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Platform Leadership" and find out how you can develop your products and services into a platform.

PLATFORM LEADERSHIP

HOW INTEL, MICROSOFT, AND CISCO DRIVE INDUSTRY INNOVATION

Harvard Business Press It is the fundamental challenge of the high-tech sector: A firm must innovate internally to succeed-yet its success may equally depend on corresponding innovations by external firms. Whether a company develops a ubiquitous operating system or the software that runs on it, a VCR or the movies we play on it, every participant in a high-tech network is vulnerable to the innovative moves of its partners and competitors. Yet, in spite of this perilous situation, some firms have developed strategies that have made them industry powerhouses and world-class innovators. How? By becoming platform leaders -companies that provide the technological foundation on which other products, services, and systems are built. Platform leadership is the Holy Grail of high-tech industries, but it is difficult to achieve. In *Platform Leadership*, high-tech strategy experts Annabelle Gawer and Michael A. Cusumano reveal how Intel, Microsoft, and Cisco, as well as companies including Palm and NTT DoCoMo, have orchestrated industry innovations to support their products-and, in the process, established dominant market positions. Based on these in-depth case studies and on incisive analysis, the authors present their Four Levers Framework for designing and implementing a successful platform strategy-or for improving an existing strategy: 1. Determine the scope of the firm : Is it preferable to create product complements internally or let the "market" produce them? 2. Design product technology strategically : What degree of modularity is appropriate? Should product interfaces be open or closed? What information should leaders disclose to outside firms? 3. Shape relationships with external complementors : How can the company balance competition and collaboration with outside players? 4. Optimize internal organizational structures : What processes and systems will allow the company to manage internal and external conflicts of interest most effectively? For executives, strategists, and entrepreneurs in many high-tech arenas, this book shows how firms can orchestrate innovation to ensure their own competitive futures-and drive the evolution of their industry. **AUTHOR BIO:** Annabelle Gawer is Assistant Professor of Strategy and Management at INSEAD. Michael A. Cusumano is the Sloan Management Review Professor of Management at the MIT Sloan School, editor-in-chief and chairman of the board of the Sloan Management Review, and coauthor of the bestseller *Microsoft Secrets*.

DIGITAL DISRUPTIVE INNOVATION

World Scientific

MANAGING INNOVATION: INTERNATIONALIZATION OF INNOVATION

World Scientific *Managing Innovation* is a three-part series covering contemporary technology and innovation management research areas. Each volume comprises key articles from both the *International Journal of Innovation Management* and the *International Journal of Innovation and Technology Management*, published by World Scientific, and provides an international, disciplinary approach across its broad coverage of topics. Relevant for both academics and practitioners, this volume looks at the international aspects of innovation with case studies from China, Germany, India and Russia.

PLATFORMS, MARKETS AND INNOVATION

Edward Elgar Publishing In her pioneering book *Platform Leadership* (with Michael Cusumano), Gawer gave us the strategy of building coalitions of customers, suppliers, and complementors. Now, she brings together a number of the leading researchers in the area of platform strategy to give us a book that will be a key reference for both practitioners and academics. Adam Brandenburger, New York University, US Annabelle Gawer's collected volume of research shows that a vibrant community of scholars has arisen around platforms and innovation. Each of the chapters is first rate, with top researchers offering some of their latest work. This will be an indispensable book for students of innovation and technology management everywhere. Henry Chesbrough, University of California, Berkeley, US Annabelle Gawer's *Platforms, Markets and Innovation* is the first serious exploration of the critical but subtle role that platforms play in business, society and our personal lives. As digital technologies penetrate every nook and cranny of the world around us, we rely on platforms to both help us use the new technologies, as well as to organize new markets of innovation that add applications on top of the platforms and make them far more valuable. Dr Gawer's excellent book is designed to help us understand the mysterious nature of platforms. It brings together the insights of twenty-four experts around the world who contributed to the fourteen chapters of the book. Dr Gawer's book is invaluable to anyone trying to understand the nuanced nature of platforms, and their implications for the evolution of innovation in the 21st century. Irving Wladawsky-Berger, IBM Academy of Technology, US The emergence of platforms is a novel phenomenon impacting most industries, from products to services. Industry platforms such as Microsoft Windows or Google, embedded within industrial ecosystems, have redesigned our industrial landscapes, upset the balance of power between firms, fostered innovation and raised new questions on competition and innovation. Annabelle Gawer presents cutting-edge contributions from 24 top international scholars from 19 universities across Europe, the USA and Asia,

from the disciplines of strategy, economics, innovation, organization studies and knowledge management. The novel insights assembled in this volume constitute a fundamental step towards an empirically based, nuanced understanding of the nature of platforms and the implications they hold for the evolution of industrial innovation. The book provides an overview of platforms and discusses governance, management, design and knowledge issues. With a multidisciplinary approach, this book will strongly appeal to academics and advanced students in management, innovation, strategy, economics and design. It will also prove an enlightening read for business managers in IT industries.

CORPORATE AND GLOBAL STANDARDIZATION INITIATIVES IN CONTEMPORARY SOCIETY

IGI Global In fields as diverse as research and development, governance, and international trade, success depends on effective communication and processes. However, limited research exists on how professionals can utilize procedures and express themselves consistently across disciplines. *Corporate and Global Standardization Initiatives in Contemporary Society* is a critical scholarly resource that examines standardization in organizations. Featuring coverage on a broad range of topics, such as business standards, information technology standards, and mobile communications, this book is geared towards professionals, students, and researchers seeking current research on standardization for diverse settings and applications.

COLLABORATIVE VALUE CO-CREATION IN THE PLATFORM ECONOMY

Springer This book offers a service science perspective on platform orchestration and on collaborative consumption, providing an overview of research topics related to service dominant logic in multi-sided markets. The chapters give an international and multi-disciplinary overview of the current topics of digital service platforms from many angles. This overview helps in filling the gap between service science and recent research of the platform economy and paves the way for future service platform research. Open standards and distributed databases such as blockchain configurations increase the connectivity of business ecosystems as devices and systems exchange data with each other instead of through intermediaries. This exchange opens up opportunities for new value constellations, makes services globally scalable, and connects local service systems as integrated systems of systems. The book brings together established academics from a number of disciplines. This collaboration makes it possible to provide novel constructs and empirical results that help the reader to understand how value is co-created and orchestrated in the era of digital service platforms. In addition to theory building, practical implications for wider managerial and policy use are highlighted. The topics in this book are related to service platform technologies; organizational capabilities; and strategies and management in the contexts of retail, healthcare, and the public sector. A wide selection of case studies is used to demonstrate the implications of platforms for different service and

economic contexts. Combining both theory and practice, this book is highly recommended for readers interested in the service and marketing point of view on the platform economy and for practitioners strategizing for scalable service platforms. Chapters 4 and 10 are available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

STAYING POWER

SIX ENDURING PRINCIPLES FOR MANAGING STRATEGY AND INNOVATION IN AN UNCERTAIN WORLD (LESSONS FROM MICROSOFT, APPLE, INTEL, GOOGLE, TOYOTA AND MORE)

OUP Oxford *As we continue in an era of simultaneous innovation and commoditization, enabled by digital technologies, managers around the world are asking themselves "how can we both adapt to rapid changes in technology and markets, and still make enough money to survive - and thrive?" To provide answers to these important and urgent questions, MIT Sloan School of Management Professor Michael Cusumano draws on nearly 30 years of research into the practices of global corporations that have been acknowledged leaders and benchmark setters - including Apple, Intel, Google, Microsoft, Toyota, Sony, Panasonic, and others in a range of high-technology, services, and manufacturing industries. These companies have also encountered major challenges in their businesses or disruptions to their core technologies. If we look deeply enough, he contends, we can see the ideas that underpin the management practices that make for great companies, and drive their strategic evolution and innovation capabilities. From his deep knowledge of these organizations, Cusumano distils six enduring principles that he believes have been - in various combinations - crucial to their strategy, innovation management practices, and ability to deal with change and uncertainty. The first two principles - platforms (not just products), and services (especially for product firms) - are relatively new and broader ways of thinking about strategy and business models, based on Cusumano's latest research. The other four - capabilities (not just strategy or positioning), the "pull" concept (not just push), economies of scope (not just scale), and flexibility (not just efficiency) - all contribute to agility, which is a mix of flexibility and speed. Many practices associated with these ideas, such as dynamic capabilities, just-in-time production, iterative or prototype-driven product development, flexible design and manufacturing, modular architectures, and component reuse, are now commonly regarded as standard best practices. These six enduring principles are essential in a new world dominated by platforms and technology-enabled services.*

ENTREPRENEURSHIP, INNOVATION, AND PLATFORMS

Emerald Group Publishing *Despite recent advances in our understanding of how innovation and entrepreneurship impact the creation and appropriation of value, numerous questions remain unanswered. This volume draws together scholars working at the*

forefront of entrepreneurship-, strategy-, and innovation-related domains to explore these questions.

FORMAMENTE N. 3-4/2014

RIVISTA INTERNAZIONALE DI RICERCA SUL FUTURO DIGITALE

Gangemi Editore Spa RESEARCH – RICERCA Detection of B-Mode polarization at degree angular scales by BICEP2 BICEP2
 Collaboration Medium of natural phenomena Branko Miškovic Bridging differing perspectives on technological platforms: toward an integrative framework Annabelle Gawer Quality experiences of inquiry in blended contexts: university student approaches to inquiry, technologies, and conceptions of learning Robert A. Ellis A game theory based strategy for reducing energy consumption in cognitive WSN Elena Romero, Javier Blesa, Alvaro Araujo, Octavio Nieto-Taladriz APPLICATIONS – APPLICAZIONI Ghosts, stars, and learning online: Analysis of interaction patterns in student online discussions Debbie Samuels-Peretz Increasing quality in large scale university courses: e-flashcards as an approach to support active learning and individual facilitation Inga Saatze, Andrea Kienle A Multiclass-based classification strategy for rhetorical sentence categorization from scientific papers Dwi H. Widyantoro, Masayu L. Khodra, Bambang Riyanto, Aminudin Aziz Private label electrical goods and Indian consumers Rahoul Gupta HIGHLIGHT – PROSPETTIVE The Collaboration between Unimarconi and ENEA: multidisciplinary aspects Paola Giardullo, Ilaria De Stefano, Mariateresa Mancuso, Simonetta Pazzaglia, Anna Saran GUIDE Association: Conferences results and new projects Laura Ricci, Alfredo Trovato Digital Universities: International Best Practices and Applications CONTRIBUTORS GENERAL INDICATIONS FOR THE AUTHORS

ENTREPRENEURIAL COMMUNITIES AND ECOSYSTEMS

THEORIES IN CULTURE, EMPOWERMENT, AND LEADERSHIP

Routledge *Entrepreneurial Communities and Ecosystems: Theories in Culture, Empowerment, and Leadership* examines the deep sociocultural dynamics supporting effective and emergent entrepreneurial ecosystems and communities for a new generation of ecosystem builders and researchers. The book provides current theories and discussion with relevant examples regarding culture, empowerment, and leadership in entrepreneurship to build more entrepreneurial communities anywhere, beginning with any set of local advantages. It clarifies the role of community in building an entrepreneurial ecosystem, and expands the theory on how entrepreneurial communities and ecosystems differ, and how they relate. The book also illuminates the often avoided discussion about power, with special attention to diversity with examples of Black, women, and LGBTQA+ entrepreneurship; provides a deep dive into the range of formal and informal education framed as entrepreneurship; ties the importance of entrepreneurship and

entrepreneurship to resources available at the community, state, and national levels; and introduces a new concept — omnipreneurship — which puts the skills of entrepreneurship in the service of global benefit and everyday action. This research volume will be equally useful as an undergraduate or graduate text on the sociology of entrepreneurs and entrepreneurship as it is a field guide for ecosystem builders, policy makers, nonprofits, and entrepreneurship and social researchers worldwide.

OPEN SERVICES INNOVATION

RETHINKING YOUR BUSINESS TO GROW AND COMPETE IN A NEW ERA

John Wiley & Sons The father of "open innovation" is back with his most significant book yet. Henry Chesbrough's acclaimed book *Open Innovation* described a new paradigm for management in the 21st century. *Open Services Innovation* offers a new approach that demonstrates how open innovation combined with a services approach to business is an effective and powerful way to grow and compete in our increasingly services-driven economy. Chesbrough shows how companies in any industry can make the critical shift from product- to service-centric thinking, from closed to open innovation where co-creating with customers enables sustainable business models that drive continuous value creation for customers. He maps out a strategic approach and proven framework that any individual, business unit, company, or industry can put to work for renewed growth and profits. The book includes guidance and compelling examples for small and large companies, services businesses, and emerging economies, as well as a path forward for the innovation industry. "Whether you are managing a product or a service, your business needs to become more open and more inclusive in order to be more innovative. *Open Services Innovation* will be an invaluable guide to intrepid managers who commit to making that journey." —GARY HAMEL, visiting professor, London Business School; director, Management Lab; and author, *The Future of Management* "I tore out page after page to share with my leaders. Chesbrough has pioneered an entire rethink of business innovation that's rich in concept, deeply explained, with tools ready to use in every industry." —SCOTT COOK, founder and chairman of the executive committee, Intuit "Focusing on core competence often tempts managers to keep continuing what succeeded in the past. A far more important question is what capabilities are critical in the future, and Chesbrough shows how to ask and answer these issues." —CLAYTON CHRISTENSEN, Robert & Jane Cizik Professor of Business Administration, Harvard Business School, and author, *The Innovator's Dilemma* "To thrive, businesses will need to master the lessons of open service innovation. Here is their one-stop guidebook with important lessons clearly and compellingly presented." —JAMES C. SPOHRER, director, IBM University Programs World-Wide "Open Innovation pioneer Henry Chesbrough breaks new ground with *Open Services Innovation*, a persuasive argument for the power of co-creation in the world of services." —TOM KELLEY, general manager, IDEO, and author, *The Ten Faces of Innovation, The Art of Innovation* "With his trademark style of beautifully explained examples, Henry Chesbrough shows how open service innovation

and new business models can help you escape this product commodity trap and bring you to the next level of competition." —ALEX OSTERWALDER, author, Business Model Generation "Open Services Innovation shows how a business can redefine itself as a service organisation and tap into faster growth through shared innovation." —SIR TERRY LEAHY, chief executive, Tesco "Chesbrough shows how innovating openly with a services mindset can make you a market leader." —CHARLENE LI, author, Open Leadership, and founder, Altimeter Group

THE PLATFORM ECONOMY

HOW JAPAN TRANSFORMED THE CONSUMER INTERNET

U of Minnesota Press *Offering a deeper understanding of today's internet media and the management theory behind it Platforms are everywhere. From social media to chat, streaming, credit cards, and even bookstores, it seems like almost everything can be described as a platform. In The Platform Economy, Marc Steinberg argues that the "platformization" of capitalism has transformed everything, and it is imperative that we have a historically precise, robust understanding of this widespread concept. Taking Japan as the key site for global platformization, Steinberg delves into that nation's unique technological and managerial trajectory, in the process systematically examining every facet of the elusive word platform. Among the untold stories revealed here is that of the 1999 iPhone precursor, the i-mode: the world's first widespread mobile internet platform, which became a blueprint for Apple and Google's later dominance of the mobile market. Steinberg also charts the rise of social gaming giants GREE and Mobage, chat tools KakaoTalk, WeChat, and LINE, and video streaming site Niconico Video, as well as the development of platform theory in Japan, as part of a wider transformation of managerial theory to account for platforms as mediators of cultural life. Analyzing platforms' immense impact on contemporary media such as video streaming, music, and gaming, The Platform Economy fills in neglected parts of the platform story. In narrating the rise and fall of Japanese platforms, and the enduring legacy of Japanese platform theory, this book sheds light on contemporary tech titans like Facebook, Google, Apple, and Netflix, and their platform-mediated transformation of contemporary life—it is essential reading for anyone wanting to understand what capitalism is today and where it is headed.*

PLATFORM CORING ON DIGITAL SOFTWARE PLATFORMS

Springer Nature *Digital software platforms such as iOS or Android evolve quickly. Through regular updates, their set of built-in (core) features increases. While innovation allows strengthening platforms amidst competition, it can hurt contributors when introducing core features that are already provided by third-party developers (Platform Coring). This book addresses the underexplored phenomenon of Platform Coring and provides strategical guidance for platform owners and third-party contributors. Platform owners*

are well-advised to carefully consider the benefits and risks for their platform ecosystem. The book contributes by highlighting avenues to employ Platform Coring for the competitive advantage of the platform and ecosystem simultaneously.

SOFTWARE ECOSYSTEMS

ANALYZING AND MANAGING BUSINESS NETWORKS IN THE SOFTWARE INDUSTRY

Edward Elgar Publishing *This book describes the state-of-the-art of software ecosystems. It constitutes a fundamental step towards an empirically based, nuanced understanding of the implications for management, governance, and control of software ecosystems. This is the first book of its kind dedicated to this emerging field and offers guidelines on how to analyze software ecosystems; methods for managing and growing; methods on transitioning from a closed software organization to an open one; and instruments for dealing with open source, licensing issues, product management and app stores. It is unique in bringing together industry experiences, academic views and tackling challenges such as the definition of fundamental concepts of software ecosystems, describing those forces that influence its development and lifecycles, and the provision of methods for the governance of software ecosystems. This book is an essential starting point for software industry researchers, product managers, and entrepreneurs.*

THE MICROSOFT CASE

ANTITRUST, HIGH TECHNOLOGY, AND CONSUMER WELFARE

University of Chicago Press *In 1998, the United States Department of Justice and state antitrust agencies charged that Microsoft was monopolizing the market for personal computer operating systems. More than ten years later, the case is still the defining antitrust litigation of our era. William H. Page and John E. Lopatka's *The Microsoft Case* contributes to the debate over the future of antitrust policy by examining the implications of the litigation from the perspective of consumer welfare. The authors trace the development of the case from its conceptual origins through the trial and the key decisions on both liability and remedies. They argue that, at critical points, the legal system failed consumers by overrating government's ability to influence outcomes in a dynamic market. This ambitious book is essential reading for business, law, and economics scholars as well as anyone else interested in the ways that technology, economics, and antitrust law have interacted in the digital age. "This book will become the gold standard for analysis of the monopolization cases against Microsoft. . . . No serious student of law or economic policy should go without reading it."—Thomas C. Arthur, Emory University*

THE OXFORD HANDBOOK OF INNOVATION MANAGEMENT

Oxford University Press *While innovation is widely recognized as being critical to organizational success and the well-being of societies, it requires careful management to ensure that innovation processes have the best possible impact. This volume provides a wide range of perspectives on the nature of innovation management and its influences.*

THE OXFORD HANDBOOK OF INTERNATIONAL BUSINESS STRATEGY

Oxford University Press *The growth of the multinational enterprise (MNE) has led to an increasing interest in international business strategy from scholars, professionals, and policy makers alike. MNEs must contend with challenges in both their home and host international markets, and increasingly uncertain conditions in the international business environment demand superior firm-level capabilities for multinational firms to achieve and maintain competitive advantages in the long-run. This Handbook explores the progress made in international business strategy theory and practice in the last few decades. Written by an international team of leading experts, it captures the differences in motivations and decision-making processes between smaller and larger firms, private, family, and state owned firms, and emerging or developed market multinationals. It elaborates on the links between international strategy and the social responsibilities of the firm in its various host market contexts, including the deployment of effective and ethical human resource practices in international markets. Most importantly, it lays out how the classic principles of international competitive strategy are transformed in today's markets, in great part due to digitalization, and provides suggestions on how MNEs can develop international business strategies to respond to these transformations. The implications of these discussions for strategy and practice are becoming ever more profound. This Handbook will prove a valuable resource for both international business scholars and practitioners.*

ECOSYSTEMS IN THE ERA OF DIGITAL INNOVATION: EXPLORING THE TRANSFORMATIONAL IMPACT OF PERVASIVE DIGITAL TECHNOLOGIES ON INDUSTRIAL-AGE BUSINESS CONTEXTS AND INCUMBENT FIRMS

Cuvillier Verlag *The Internet's emergence has significantly changed how people, communities, and societies behave, interact, and live. Today, people are accustomed to fulfilling their needs by taking advantage of giant online places for, e.g., the exchange of goods, video streaming, or social interaction. A driving force within this powerful development is represented by the growing diffusion of digital technologies. Enabled by technological advances, nearly every artifact is or can be equipped with digital technologies. With the increasing digitization and hybridization of physical objects established innovation and value commercialization logics are brought into question. Recapitulating today's prominent players, such as Amazon, Facebook, Apple, etc., highlights the emergence of a new*

ecosystem philosophy in practice in which diverse third-party contributors are orchestrated via a digital platform and carefully considered in the core firms' innovation activities. To shed light on this complex phenomena, this dissertation explores, first, the ecosystem concept and its particular relation to information systems, second, investigates the specific situation of industrial-age manufacturing contexts characterized by a physical core product that cannot be digitally substituted and, third, focusses on the specific nature of digital platform ecosystems to distill respective dimensions and characteristics.

ANALYZING DYNAMIC CAPABILITIES IN THE CONTEXT OF CLOUD PLATFORM ECOSYSTEMS

A CASE STUDY APPROACH

Tectum Wissenschaftsverlag *Dynamic capabilities (DCs) refer to a firm's abilities to continuously adapt its resource base in order to respond to changes in its external environment. The capability to change dynamically is crucial in business ecosystems that are composed of a variety of actors. Amazon Web Services (AWS), the leader in the cloud platform industry, is a promising cloud platform provider (CPP) to show a high degree of dynamic capability fulfillment within its highly fluctuating ecosystem. To date, the full scope of dynamic capabilities in cloud platform ecosystems (CPEs) has not been fully understood. Previous work has failed to deliver a combined perspective of explicit dynamic capabilities in cloud platform ecosystems applied on an in-depth practical case. With our mixed-method case study on the AWS ecosystem we deliver a thorough understanding of its sensing, seizing and transforming capabilities. We generate a set of strategy management frameworks that support our expectations and lead to unexpected insights. We find out that AWS develops and holds a large set of interacting dynamic capabilities incorporating a variety of ecosystem actors in order to sustain tremendous customer value and satisfaction. The thesis infers significant theoretical and practical implications for all CPE actors, like partners, customers, investors and researchers in the field of IT strategy management. Managers of all CPE actors are encouraged to critically evaluate their own maturity level and complement a CPP's DC explications in order to boost business by implementing sensing, seizing, transforming and innovating capabilities.*

SERVICE SYSTEMS SCIENCE

Springer *The present volume illustrates a rich and promising research field in service, service systems sciences, by combining and fusing two strands of sciences: the science of service systems and systems sciences of service. The scale, complexity, and interdependence of today's service systems have been driven to an unprecedented level by globalization, demographic changes, and technology developments, so that it is absolutely necessary now for us to cultivate a new frontier of service research. In response, service science has emerged during the past decade as a transdisciplinary research field that aims to clarify, analyze, and design the*

structure and process of service systems. Service science is strongly motivated to prove the science of service systems. To deal with complexity, interactions, and the network of, in, and among service systems, we need to take a more systemic view. Because systems sciences offers a way of thinking in relationships and interaction and theories and models to address complexity, it is legitimate to develop systems sciences of service by explicitly focusing on systemic properties of service and service systems. As a volume of the Translational Systems Sciences series, this book emphasizes, in particular, a translational systems sciences perspective when the authors are approaching service, service systems, and service innovation. Indeed, the book employs systems sciences as a common framework or language not only to approach service in a holistic way but also to take a translational approach aiming to explain, analyze, design, and support service systems and their evolution.

HISTORY AND STRATEGY

Emerald Group Publishing *In this volume, strategy scholars, business historians, and economic historians are brought together to develop a volume that explores the complementarities of approaches.*

SOFTWARE BUSINESS

THIRD INTERNATIONAL CONFERENCE, ICSOB 2012, CAMBRIDGE, MA, USA, JUNE 18-20, 2012, PROCEEDINGS

Springer *This book contains the refereed proceedings of the Third International Conference on Software Business (ICSOB) held in Cambridge, MA, USA, in June 2012. The software business refers to commercial activities in the software industry, aimed at generating revenues from the design, delivery, and maintenance of software products and IT services to enterprises and individual customers, as well as from digital content. Although this business shares common features with other knowledge-intensive markets, it carries many inherent features making it a challenging domain for research. The 20 full and 10 short papers accepted for ICSOB were selected from 60 submissions and are organized in sections on software product management, organizational transformation, industry transformation, software platforms and ecosystems, and emerging trends.*

DIGITAL PLATFORMS AND GLOBAL LAW

Edward Elgar Publishing *Digital Platforms and Global Law focuses on digital platforms and identifies their relevant legal profiles in terms of transnational and international law. It qualifies digital platforms as private legal orders, which exercise the legislative, executive, and (para)jurisdictional power within them. Starting from this assumption, the author studies the relationship between*

these orders and state, transnational, and international orders and concludes that the power of states to impose rules on platforms is different in terms of their external (in relation to other platforms and states) and internal (in their own legal system) action.

STRATEGIC MANAGEMENT OF INNOVATION AND DESIGN

Cambridge University Press *There is now widespread agreement that innovation holds the key to future economic and social prosperity in developed countries. Experts studying contemporary capitalism also agree that the battle against unemployment and relocations can only be won through innovation. But what kind of innovation is required and what is the best way to manage, steer and organize it? Grounded on experiences of innovative firms and based on recent design theories, this book argues that instead of relying on traditional R&D and project management techniques, the strategic management of innovation must be based on innovative design activities. It analyses and explains new management principles and techniques that deal with these activities, including innovation fields, lineages, C-K (Concept-Knowledge) diagrams and design spaces. The book is ideal for advanced courses in innovation management in industrial design schools, business schools, engineering schools, as well as managers looking to improve their practice.*

UNDERSTANDING BUSINESS ECOSYSTEMS

HOW FIRMS SUCCEED IN THE NEW WORLD OF CONVERGENCE ?

De Boeck Superieur *Understanding Business Ecosystems: How Firms Succeed in the New World of Convergence? builds on strategic management and innovation management academic contributions to better understand theoretical and empirical challenges of business ecosystems. Even if the concept of business ecosystem was coined in 1993, it will lie fallow during more than ten years before gaining scholars' interest. Managers will however recognize the relevance of this concept as it grasps the complexity of their business reality in terms of new collaborative and innovative strategies. Thus, the main purpose of this book is twofold. On the one hand, the objective is to identify the epistemological and theoretical fundamentals of business ecosystems, and on the other hand, the purpose is to analyse the various managerial challenges. This volume analyses in particular the issues of knowledge management, coopetition strategies, platforms, governance, etc. Understanding Business Ecosystems: How Firms Succeed in the New World of Convergence? is finally a key reference book that innovates by integrating for the first time well known French speaking scholars' contributions from the strategy and innovation management fields.*

MULTI-SIDED PLATFORMS (MSPS) AND SHARING STRATEGIES IN THE DIGITAL ECONOMY: EMERGING RESEARCH AND OPPORTUNITIES

EMERGING RESEARCH AND OPPORTUNITIES

IGI Global *Rapid technological advancements have the ability to positively or negatively impact corporate growth and success. Professional leaders and decision makers must consider such advancements when designing and implementing new policies in preparation for the sustainable future of the business environment. Multi-Sided Platforms (MSPs) and Sharing Strategies in the Digital Economy: Emerging Research and Opportunities is a critical scholarly resource that examines platform strategies and business models with a focus on multi-sided platform business models. Featuring coverage on a broad range of topics, such as digital collaboration, business ecosystem, and platform value chain, this book is an ideal resource for managers, researchers, academics, practitioners, and students interested in recent trends in business models in the digital age.*

METHODOLOGIES AND TECHNOLOGIES FOR NETWORKED ENTERPRISES

ARTDECO: ADAPTIVE INFRASTRUCTURES FOR DECENTRALISED ORGANISATIONS

Springer *The need for flexibility and globalization forces enterprises to decentralize their activities and continuously (re)structure their networks of relationships regarding both their productive "supply chains" and their design and innovation processes. The goal of the ArtDeco project, funded by the Italian Ministry of Education and Scientific Research under the FIRB program (funding for basic research), has been to address these issues by proposing solutions from three main perspectives: the organizational perspective aimed at studying how companies work in a network and how their design processes can benefit from collaboration with other companies; the informational perspective focusing on how to acquire relevant knowledge from unstructured information and processes and on how to organize and manage such knowledge; and the infrastructural perspective focusing on understanding how self-adaptive workflows and software systems can help in supporting the dynamic interconnection of enterprises. The book contains a collection of papers offering an overview of the main results produced by the ArtDeco project. It has been structured into the following four main parts: organizational issues: methodologies, empirical contexts and policies; software methodologies and technologies; knowledge elicitation and management; and management of peripheral devices. It also includes a case study used throughout the book as a reference example.*

HANDBOOK OF RESEARCH ON STRATEGIC FIT AND DESIGN IN BUSINESS ECOSYSTEMS

IGI Global *With advancing information technology, businesses must adapt to more efficient structures that utilize the latest in robotics and machine learning capabilities in order to create optimal human-robot cooperation. However, there are vital rising concerns regarding the possible consequences of deploying artificial intelligence, sophisticated robotic technologies, automated vehicles, self-managing supply modes, and blockchain economies on business performance and culture, including how to sustain a supportive business culture and to what extent a strategic fit between human-robot collaboration in a business ecosystem can be created. The Handbook of Research on Strategic Fit and Design in Business Ecosystems is a collection of innovative research that builds a futuristic view of evolving business ecosystems and a deeper understanding of business transformation processes in the new digital business era. Featuring research on topics such as cultural hybridization, Industry 4.0, and cybersecurity, this book is ideally designed for entrepreneurs, executives, managers, corporate strategists, economists, IT specialists, IT consultants, engineers, students, researchers, and academicians seeking to improve their understanding of future competitive business practices with the adoption of robotic and information technologies.*

ECONOMICS OF GRIDS, CLOUDS, SYSTEMS, AND SERVICES

11TH INTERNATIONAL CONFERENCE, GECON 2014, CARDIFF, UK, SEPTEMBER 16-18, 2014. REVISED SELECTED PAPERS.

Springer *This book constitutes the refereed proceedings of the 11th International Conference on Economics of Grids, Clouds, Systems, and Services, GECON 2014, held in Cardiff, UK, in September 2014. The 8 revised full papers and 7 paper-in-progress presented were carefully reviewed and selected from 24 submissions. The presentation sessions that have been set up are: Cloud Adoption, Work in Progress on Market Dynamics, Cost Optimization, Work in Progress on Pricing, Contracts and Service Selection and Economic Aspects of Quality of Service.*

HANDBOOK ON THE ECONOMICS OF THE INTERNET

Edward Elgar Publishing *The Internet is connecting an increasing number of individuals, organizations, and devices into global networks of information flows. It is accelerating the dynamics of innovation in the digital economy, affecting the nature and intensity of competition, and enabling private companies, governments, and the non-profit sector to develop new business models. In this new*

ecosystem many of the theoretical assumptions and historical observations upon which economics rests are altered and need critical reassessment.

PLATFORM STRATEGY: A NEW PARADIGM FOR A CHANGING WORLD

World Scientific *In the last century, we have witnessed the rise of a new kind of company, one that leverages on a new business model — the platform. Though platform companies are very common, they can take extremely diverse forms in today's business landscape. People use the term 'platform' to mean many different things. Managers are often confused about which is platform business and which is not. When it comes to platform strategy, things become even more complicated. Using real world examples, this book acts as a primer for platform strategy, discussing the underlying mechanism of various types of platform models to help people understand what platform business is and what they can do with it. Theories and frameworks appropriate for understanding platform business are introduced and related cases follow to support readers' understanding. The diverse and international case studies analysed range from IBM's horizontal production platform, to the digital platform of China's breakout smartphone star, Xiaomi. This book will not only enable readers to understand platform business, but also teach them how to harness these frameworks to build effective strategies for their own platform business pursuits.*

PROCEEDINGS OF THE 2ND INTERNATIONAL CONFERENCE ON INNOVATION AND ENTREPRENEURSHIP

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PLATFORM STRATEGY FOR GLOBAL MARKETS

STRATEGIC USE OF OPEN STANDARDS AND MANAGEMENT OF BUSINESS ECOSYSTEMS

Springer Nature *This book explains the strategic behaviors of platform firms on the global market, drawing on extensive research on the mobile communication systems, semiconductor equipment, personal computer, and automobile electronics industries. The book focuses on Ericsson, Applied Materials, Intel, and Bosch as representative global platform companies. The book's introductory section reports on the rise of platform business and addresses the theoretical basis of their competitive edge, based on a review of prior studies on the network effect of open standards and the economic theory of strategic behavior. The platform business obviously secures a competitive advantage on the global market. Yet this theory alone does not provide sufficient explanation for why the*

platform business achieves competitiveness on the market. The book proposes a theoretical framework and provides rigorous supporting evidence by using case studies and empirical analysis on the global business of platform firms. This evidence reflects the variety of global ecosystems: the mobile communications system in China, the semiconductor equipment industry in East Asia, personal computers in Taiwan, and automobile electronics in China. In conclusion, the book reviews these studies and identifies the key factors of platform strategy on the global market. Given its breadth of coverage, the book will benefit all academic researchers and undergraduate students in management and economics with an interest in global competition and collaboration in the open economy.

THE INTERNET AS A TECHNOLOGY-BASED ECOSYSTEM

A NEW APPROACH TO THE ANALYSIS OF BUSINESS, MARKETS AND INDUSTRIES

Springer *This book examines and critiques classical approaches to strategic analysis, whilst exploring alternative methods which utilise ecosystem and platform concepts, as well as chaos and complexity theories. The innovative study provides a critique of the neoclassical Newtonian school of strategy, and proves it to be largely inappropriate as a decision-making methodology in today's internet-based market. By developing a new biological hydrothermal vent model in which analogical comparisons are made with the Information Communication Technology (ICT) sector, the chapters challenge existing paradigms of competitive advantage and analyse the extent to which the Internet can be considered to be an ecosystem in its own right. The Internet as a Technology-Based Eco-System offers a range of alternative models and analytical frameworks for the analysis of internet-based technology companies in the twenty-first century, creating a valuable tool for students and academics undertaking research in strategy, technology and electronic engineering.*

INTELLECTUAL PROPERTY MODULARITY IN SOFTWARE PRODUCTS AND SOFTWARE PLATFORM ECOSYSTEMS

BoD - Books on Demand *This book examines the impact of Intellectual Property (IP) modular architecture on software products and software platform ecosystems. The presented results are based on a detailed qualitative case study analysis of two software products and two software platforms and on a quantitative study of two software ecosystems. The results extend the existing literature on IP modularity by demonstrating a direct association between IP modular product or platform architecture and the related business models. The analysis also shows that the early consideration of IP-related requirements in the requirements engineering process of software systems can prevent costly and time-consuming re-modularizations. The quantitative analysis in two software ecosystems shows that IP modular platform architecture, which can allow increased openness while still maintaining value appropriation, can*

increase a platform's attractiveness for complementors. To summarize, this book demonstrates the connections between IP management, software architecture and the respective business models of software product or platform providers.

THE DISINTEGRATION OF PRODUCTION

FIRM STRATEGY AND INDUSTRIAL DEVELOPMENT IN CHINA

Edward Elgar Publishing *In the past two decades, China has experienced rapid industrial and economic growth. This fascinating book explores the unique Chinese business strategy of vigorous market entry and low prices, which has been the key feature of this accelerated industry.*

THE OXFORD HANDBOOK OF INTERNET STUDIES

OUP Oxford *Internet Studies has been one of the most dynamic and rapidly expanding interdisciplinary fields to emerge over the last decade. The Oxford Handbook of Internet Studies has been designed to provide a valuable resource for academics and students in this area, bringing together leading scholarly perspectives on how the Internet has been studied and how the research agenda should be pursued in the future. The Handbook aims to focus on Internet Studies as an emerging field, each chapter seeking to provide a synthesis and critical assessment of the research in a particular area. Topics covered include social perspectives on the technology of the Internet, its role in everyday life and work, implications for communication, power, and influence, and the governance and regulation of the Internet. The Handbook is a landmark in this new interdisciplinary field, not only helping to strengthen research on the key questions, but also shape research, policy, and practice across many disciplines that are finding the Internet and its political, economic, cultural, and other societal implications increasingly central to their own key areas of inquiry.*