

Public note

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One of the most difficult – but highest leverage – types of product management is to define successful platforms. By platforms, I am referring to foundation software that is used by application developers to create end-user solutions. Examples include operating systems (e.g. Windows, MacOS, Palm OS), operating environments (e.g. Java, Flash), Web services (e.g. Amazon's or eBay's integration API's), and game developer platforms (e.g. XNA).

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