



Machine, Platform, Crowd: Harnessing Our Digital Future (Paperback)

By Andrew McAfee, Erik Brynjolfsson

WW Norton & Co, United States, 2018. Paperback. Condition: New. Reprint. Language: English. Brand new Book. We live in strange times. A machine plays the strategy game Go better than any human; upstarts like Apple and Google destroy industry stalwarts such as Nokia; ideas from the crowd are repeatedly more innovative than those from corporate research laboratories. Andrew McAfee and Erik Brynjolfsson know what it takes to master this digital-powered shift: we must rethink the integration of minds and machines, of products and platforms, and of the core and the crowd. The balance now favours the second element of the pair, with massive implications for how we run our companies and live our lives. McAfee and Brynjolfsson deliver a penetrating analysis of a new world and a toolkit for thriving in it. For start-ups and established businesses or for anyone interested in the future, Machine, Platform, Crowd is essential reading.



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Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

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This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

-- Justus Hettinger