The Google Platform Rant

1. Identify/discuss the criticisms the author levels at Amazon.

Recruiting process is flawed.
Operations are a mess.
No charity
Bad facilities
bad pay and benefits
code base is a disaster
(basically, just the second paragraph in the article)

2. What did Amazon do right, and what/who was the catalyst?

Three things: nice versioned library system; publish-subscribe system; platform.
The platform was enabled by SOA-driven design, which was mandated by Jeff Bezos.

3. What is the "most important thing", and what is its evil twin? Explain the relationship.

Most important thing: Accessibility.
Evil twin: Security.
Relationship: Authors believed accessibility is more important than security. With accessibility and without security, there can still be a product. However, without accessibility, no product at all.

4. What is it the "one thing" Google doesn't do well/doesn't understand according to the author? Which product of Google was used as an example?

Platforms. The authors used Google+ as the example.

5. Identify other companies the author cites, and describe how "they get it".

Microsoft: understand platforms as a purely accidental outgrowth of having started life in the business of providing platforms, e.g., msdn.com
Amazon: The authors discussed in detail how the platform was developed (i.e., mandate by Jeff Bezos; built services interfaces; etc.)
Apple: made fundamentally non-open choices, particularly around their mobile platforms.
Facebook: Started off as a Product and they rode that success pretty far. Not sure exactly how they made the transition to a platform.

6. Discuss and formulate a response to this question: "what is a platform"?

SOA-driven design; accessibility; providing APIs for internal and external usage