

## **The Google Platform Rant**

1. Identify/discuss the criticisms the author levels at Amazon.
  
  
  
  
  
  
2. What did Amazon do right, and what/who was the catalyst?
  
  
  
  
  
  
3. What is the “most important thing”, and what is its evil twin? Explain the relationship.
  
  
  
  
  
  
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?
  
  
  
  
  
  
5. Identify other companies the author cites, and describe how “they get it”.
  
  
  
  
  
  
6. Discuss and formulate a response to this question: “what is a platform”?