



## Machine, Platform, Crowd: Harnessing Our Digital Future (CD-Audio)

By Andrew McAfee, Erik Brynjolfsson

BRILLIANCE AUDIO, United States, 2017. CD-Audio. Condition: New. Unabridged. Language: English. Brand new. From the authors of the best-selling *The Second Machine Age*, a leader's guide to success in a rapidly changing economy. 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 corporate research labs. MIT's 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. In all three cases, the balance now favors the second element of the pair, with massive implications for how we run our companies and live our lives. In the tradition of agenda-setting classics like Clay Christensen's *The Innovator's Dilemma*, McAfee and Brynjolfsson deliver both a penetrating analysis of a new world and a toolkit for thriving in it. For startups and established businesses, or for anyone interested in what the future holds, *Machine, Platform, Crowd* is essential reading.

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