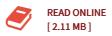


## Machine, Platform, Crowd: Harnessing Our Digital Future (Hardback)

By Andrew McAfee, Erik Brynjolfsson

WW Norton & Co, United States, 2017. Hardback. Condition: New. 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.





## Reviews

An exceptional pdf and the typeface utilized was fascinating to read through. It can be writter in straightforward words and phrases instead of confusing. I am just quickly could possibly get a delight of looking at a written ebook.

-- Prof. Arlie Bogan

It in a single of the best book. This is for those who statte there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Barney Robel Jr.