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Matchmakers: The New Economics Of Multisided Platforms



Synopsis

Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together. Dating sites connect people with potential matches, for example, and ride-sharing apps do the same for drivers and riders. Although matchmakers have been around for millennia, they're becoming more and more popular - and profitable - due to dramatic advances in technology, and a lot of companies that have managed to crack the code of this business model have become today's power brokers. Don't let the flashy successes fool you, though. Starting a matchmaker is one of the toughest business challenges, and almost everyone who tries to build one, fails. In *Matchmakers*, David Evans and Richard Schmalensee, two economists who were among the first to analyze multisided platforms and discover their principles, and who've consulted for some of the most successful platform businesses in the world, explain how matchmakers work best in practice, why they do what they do, and how entrepreneurs can improve their chances for success. Whether you're an entrepreneur, an investor, a consumer, or an executive, your future will involve more and more multisided platforms, and *Matchmakers* - rich with stories from platform winners and losers - is the one book you'll need in order to navigate this appealing but confusing world. Cover design by Stephani Finks.

Book Information

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Customer Reviews

Fantastic and accessible read for anyone interested in learning about the differentiated business case for a platform and how platform business are changing our economy. Good explanation of the the key considerations for anyone looking to start a multi-sided platform.

I have read three other books on this topic - software platforms - and this is by far the best. It presents the difficulties in creating a successful platform as well as their power, eschewing the breathless hype. Well reasoned, clearly written, and easy to read.

Great insights in this book which makes it an interesting read. The only improvement I would wish for is the overall readability - it flips between examples and then comes back to them at different parts of the book, when the point being made is largely the same. Would still recommend it, especially for employees and employers in established industries, which are bound to be transformed by multi-sided platforms, if not already.

I am enlightened by the authors. An excellent introduction to the multisided business model. Highly recommended for someone who wishes to get to know the economics of multisided platform, or someone who wants to establish a start-up. Sure helps to generate the right questions. I acquire both the ebook and the hardcopy editions, one on my bookshelf as a reference and the other on my cellphone so that i can read it everywhere.

A great look at a totally new marketing approach. I left the book with two friends who are college professors. they were so intrigued they are now adding some references to the book in their lectures.

Amazing insight into building multi-sided platforms. Building a market place is one of the hardest challenges out there. Great real examples with empirical evidence.

It was nice to read a systematic account of multisided markets, including the academic origins and the corporate applications and cases. Well done!

Want to understand what is behind the most disruptive entrepreneurships in the last two decades? What is the core idea, the model and the technologies that had propel iPhone, , Airbnb, Uber, to

mention a few digital matchmakers? Nobel Prize winner Jean Tirole studied the two-sided markets, or two-sided platforms. The digital factor increases the quantity and possibilities of matchmakers with multisided platforms. Dr. Evans and Dr. Schmalensee take it from there and expand and deepen the theory of matchmakers that Jean Tirole started. Written in plain language, this book synthesizes a couple of decades of deep research on multisided matchmakers and unveils their particularities, their structure and the main challenges they face. Matchmakers. The new economics of multisided platforms is an eye-opening book for the readers that like to be on top of the latest developments or to broaden their general culture. It is a delightful reading for those interested in understanding the history of the digital economy in the last twenty years. It is a reference for screenwriters and producers in search for information and frameworks to develop documentaries or series on the history and development of the digital age. It is a bedside book that will inspire and guide entrepreneurs, investors and businessmen working on, thinking about or interested in digital businesses. It is highly recommended for incumbents to gain idea on either how digital multisided platforms can hit their businesses or how they can take advantage of it. It is a clarifying book that solves some questions that traditional economic theory did not. For the unsolved questions, the authors set the relevant questions, whose answers expand the economic theory. It represents a key reference for the policy-makers that regulate markets and have the power to foster or slow down innovation, competition and competitiveness. Finally, it is a must-read for national political leaders to understand economic and business trends and be better equipped to set the strategies to grow and develop their nations.

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