



# Platforms, Markets and Innovation

By Annabelle Gawer

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## Platforms, Markets and Innovation By Annabelle Gawer

*Annabelle Gawer's Platforms, Markets and Innovation* is the first serious exploration of the critical but subtle role that platforms play in business, society and our personal lives. As digital technologies penetrate every nook and cranny of the world around us, we rely on platforms to both help us use the new technologies, as well as to organize new markets of innovation that add applications on top of the platforms and make them far more valuable. Dr Gawer's excellent book is designed to help us understand the mysterious nature of platforms. It brings together the insights of twenty-four experts around the world who contributed to the fourteen chapters of the book. Dr Gawer's book is invaluable to anyone trying to understand the nuanced nature of platforms, and their implications for the evolution of innovation in the 21st century.'

- Irving Wladawsky-Berger, IBM Academy of Technology, US

The emergence of platforms is a novel phenomenon impacting most industries, from products to services. Industry platforms such as Microsoft Windows or Google, embedded within industrial ecosystems, have redesigned our industrial landscapes, upset the balance of power between firms, fostered innovation and raised new questions on competition and innovation.

Annabelle Gawer presents cutting-edge contributions from 24 top international scholars from 19 universities across Europe, the USA and Asia, from the disciplines of strategy, economics, innovation, organization studies and knowledge management. The novel insights assembled in this volume constitute a fundamental step towards an empirically based, nuanced understanding of the nature of platforms and the implications they hold for the evolution of industrial innovation. The book provides an overview of platforms and discusses governance, management, design and knowledge issues.

With a multidisciplinary approach, this book will strongly appeal to academics and advanced students in management, innovation, strategy, economics and design. It will also prove an enlightening read for business managers in IT industries.

**Contributors:** C.Y. Baldwin, K.J. Boudreau, S. Brusoni, M.A. Cusumano, T.R. Eisenmann, D.S. Evans, T. Fujimoto, A. Gawer, S. Greenstein, A. Hagi, A. Hatchuel, P. Le Masson, K. Ogawa, G. Parker, A. Prencipe, M. Sako, M.A.

Schilling, F.F. Suarez, H. Tatsumoto, F. Tell, M. Van Alstyne, B. Weil, C.J. Woodard, R. Yakob

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#### Review

'In her pioneering book *Platform Leadership* (with Michael Cusumano), Gawer gave us the strategy of building coalitions of customers, suppliers, and complementors. Now, she brings together a number of the leading researchers in the area of platform strategy to give us a book that will be a key reference for both practitioners and academics.' --Adam Brandenburger, New York University

'Annabelle Gawer's collected volume of research shows that a vibrant community of scholars has arisen around platforms and innovation. Each of the chapters is first rate, with top researchers offering some of their latest work. This will be an indispensable book for students of innovation and technology management everywhere.' --Henry Chesbrough, University of California, Berkeley

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#### About the Author

Edited by **Annabelle Gawer**, Imperial College Business School, London, UK

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##### **Rafael Arent:**

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