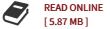




## Machine, Platform, Crowd: Harnessing Our Digital Future (Hardback)

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

A top quality publication along with the font used was intriguing to read. I really could comprehended everything using this written e ebook. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- Cathrine Larkin Sr.

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book. -- Mark Bernier