

精彩推荐

《平台战略》是一本必读的经典之作。书中以系统化方式探讨平台商业模式的概念，指引企业如何通过建构“平台生态圈”而制胜。作者通过详尽的研究和引人入胜的案例，阐明平台模式的运作方式，对理论及实践层面均有深刻见解。本书内容富有前瞻性，读起来生动有趣。我强烈推荐本书。

——金伟灿 《蓝海战略》作者，欧洲工商管理学院波士顿咨询集团首席教授、蓝海战略研究所主任

《平台战略》一书，给我眼前一亮的感觉，概念通俗易懂，提炼的点有直接指导意义。作者在书中提出了多个有创意的商业概念，比如“平台生态圈”、“利润池之战”、“机制设计”、“突破引爆点”等等。本书能为有志于互联网创新、创业和守业的管理者提供新的思路，帮助他们找到互联网下一波革命浪潮之应对良方。

——陈彤 新浪执行副总裁、新浪网总编辑

电子商务正在催生以小前端、大平台、富生态为特征的新商业格局。平台既是支撑小前端的基础，也是衍生富生态的土壤。如何认识平台、发现和确定与平台的关系、培育或适应平台生态，无疑是未来每个企业最关键的战略思考之一。

——梁春晓 阿里巴巴集团副总裁，阿里研究中心主任、高级研究员

陈威如副教授：《平台战略》 Associate Professor Weiru Chen: Platform Strategy

中欧国际工商学院战略学副教授陈威如与中欧校友余卓轩（MBA 2008）携手合著的《平台战略：正在席卷全球的商业模式革命》一书于2013年1月由中信出版社正式推出。

本书系统地探讨了“平台”这个改变人类商业行为与生活方式的概念，并创新地研发出系统框架，解读平台战略的建构、成长、进化、竞争、覆盖等战略环节。

本书获得了众多企业高管及传媒领袖的一致好评及联合推荐。

In *Platform Strategy: Business Model in Revolution*, CEIBS Associate Professor of Strategy Weiru Chen and alumnus Joseph Yu (MBA 2008), provide readers with an in-depth look at the innovative

‘platform’ concept and explain how it has the power to change the behaviour of both businesses and consumers. The authors describe the overall structure of a platform system and discuss the key areas for leveraging its strengths: design, growth, evolution, competition and envelopment.

Published in January 2013 by CITIC Publishing House, the book has earned high praise from both leading executives and media reviewers.



“Platform Strategy is a must-read. It explores the concept of the Platform Business Model in a systematic way and shows companies how to succeed in the Platform Ecosystem. It is well researched and presents compelling case studies to illustrate the dynamics of how the Platform Business Model works. It is filled with theoretical and practical insights on the topic. The book is provocative and fun to read. I highly recommend it.”

– W Chan Kim, BCG Chair Professor at INSEAD and Co-director of INSEAD Blue Ocean Strategy Institute

“Platform Strategy is quite enlightening. The concept is simple and understandable, and its key points are instructive. The authors propose many innovative business concepts such as ‘platform ecosphere’, ‘the profit pool battle’, ‘system design’, and ‘breakthrough tipping point’. This book provides a new way of thinking for executives interested in

Internet innovation. It can help them find a way to prepare for the next revolution in the Internet industry.”

– Chen Tong, Executive Vice-President of Sina, Chief Editor of Sina.com

“E-commerce is creating a growing new trend of businesses that have small front-ends, large platforms, and rich eco-systems. The platform provides not only the foundation to support the small front-end, but also fertile soil for a rich eco-system. One of the most crucial challenges every company will face in the future is to understand the platform, discover and decipher its relationship with the platform, and to foster or adapt itself to the platform eco-system.”

– Liang Chunxiao, Vice President of Alibaba Group, Director and Senior Researcher of Ali Research Centre