



# Shift: A Leader's Guide to the Platform Economy

*Haydn Shaughnessy*

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**Platform disruption is the new game in town.** The global economy is restructuring around super-corporations running modern business platforms causing older companies and incumbents to feel the chill wind of disruptive competition. Companies that fail to adapt to the platform shift are disappearing, while those that do are reshaping their fortunes and securing monopoly positions.

Where are you in platform transformation?  
How can you improve your chances for success?

Platform, disruption and innovation expert Haydn Shaughnessy answers these questions and more in *Shift: A Leader's Guide to the Platform Economy*. Shaughnessy explains how recent changes toward platforms have impacted all levels of business, from new employees to seasoned executives, to freelance entrepreneurs and small business owners.

**Part One** explains how the platform created the current turbulence in enterprise operating models.

**Part Two** explains how successful companies adapt to a new way of doing business built around the platform.

**Part Three** focuses on the individual by explaining how the changing economy and disrupted business models impact people, their careers and livelihood. Most importantly, this part identifies the skills and abilities required to thrive in a platform economy and the threat to Government authority of super platforms that choose their own terms of trade.

*Shift* is critical reading on the platform revolution. To ensure you and your company are adapting appropriately in uncertain times you need to understand the new business platform. Whether you are a business leader or an employee, a freelance or small business owner you are sure to find unique value in the insights from Shaughnessy's observation on an economy in flux.

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"A scholarly look at how technology has radically transformed the world of commerce, coupled with advice for how to navigate this new landscape ... Shaughnessy diagnoses these changes and recommends how businesses, individuals, and governments can become more nimble, acclimating themselves to a new world characterized by "constant flux." -*Kirkus Review*  
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If you liked *Platform Scale* and *Platform Revolution* by Sangeet Paul Choudary, or *The Second Machine Age* by Erik Brynjolfsson and Andrew McAfee, then you will love *SHIFT!*

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