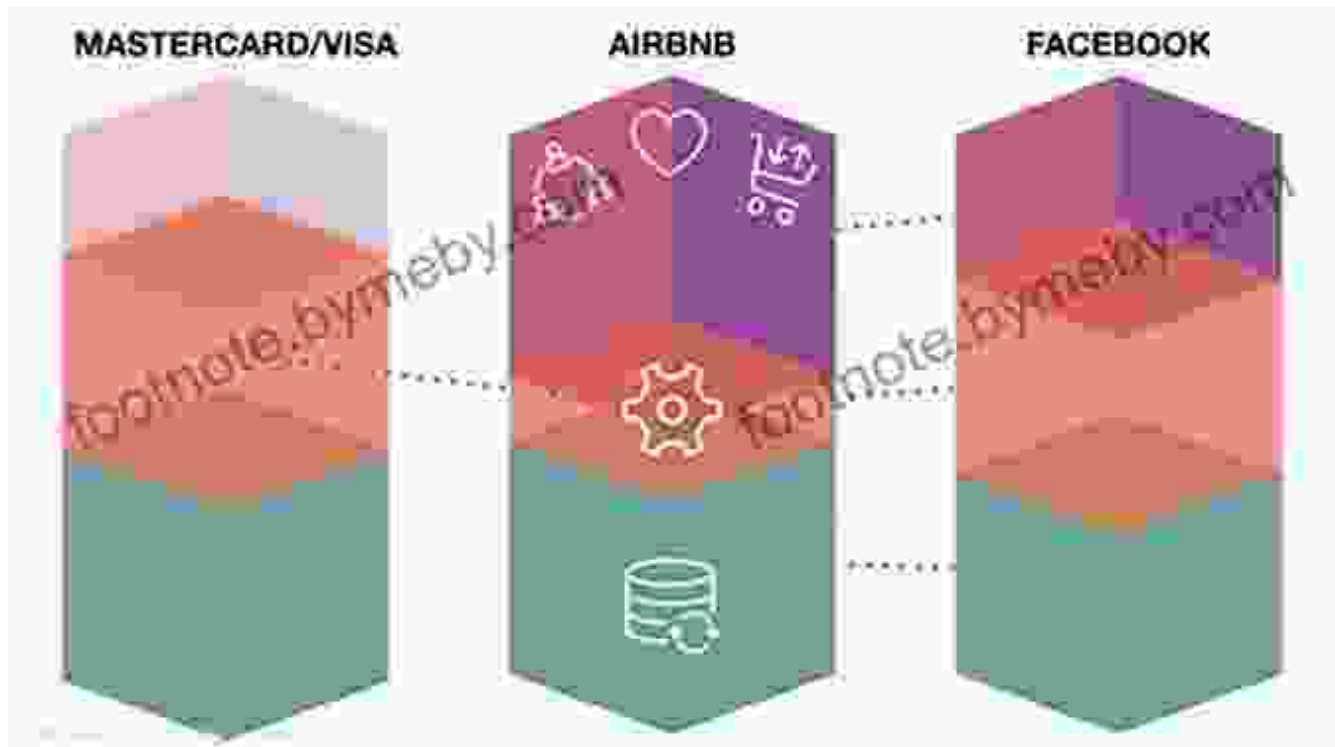
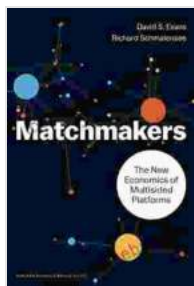


# Matchmakers: The New Economics of Multisided Platforms

Unlock the Power of Network Effects



In today's digital age, multisided platforms are revolutionizing the way we connect, interact, and do business. From social media and e-commerce to ride-sharing and online education, these platforms bring together different groups of users (or "sides") to create value for each other.



## Matchmakers: The New Economics of Multisided Platforms by David S. Evans

★★★★☆ 4.3 out of 5

Language : English  
File size : 2261 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported

Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 252 pages

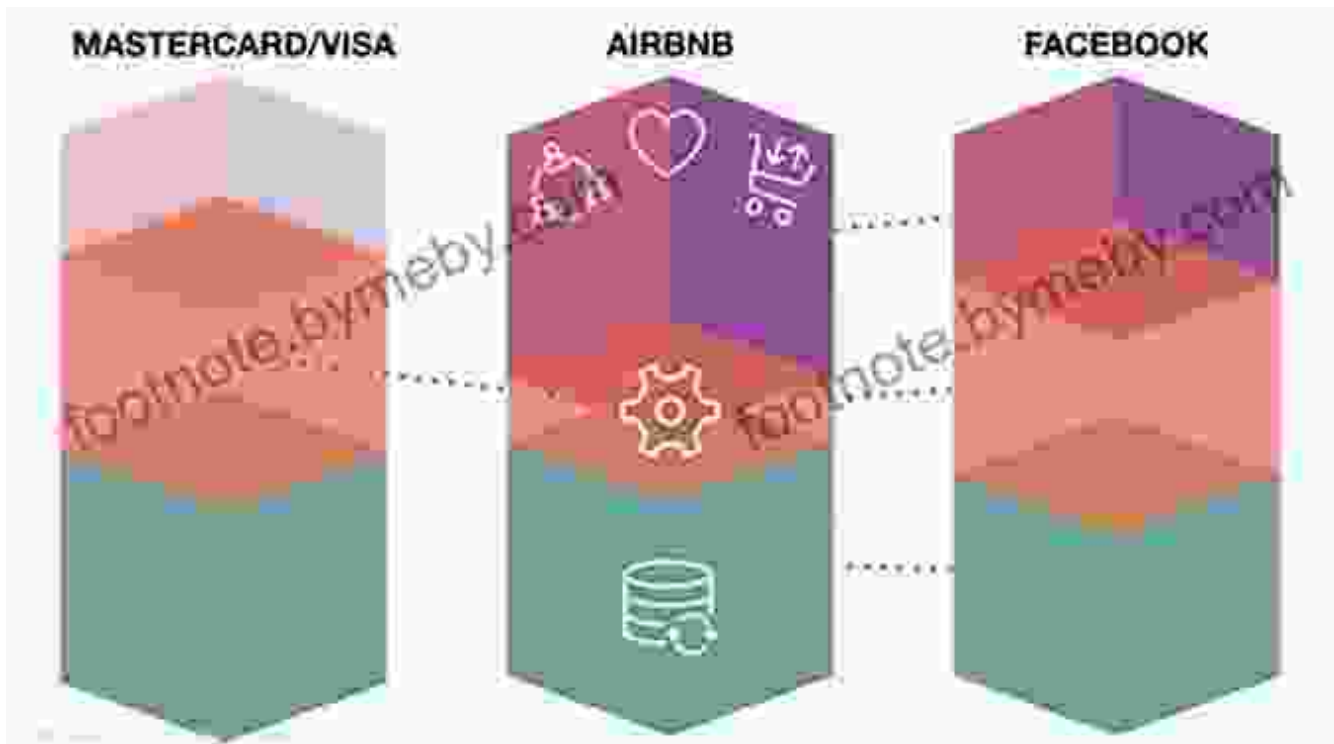
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In "Matchmakers: The New Economics of Multisided Platforms," renowned author and expert David S. Evans unveils the secrets of these groundbreaking business models. With his signature clarity and insights, Evans provides a comprehensive guide to understanding, creating, and scaling multisided platforms.

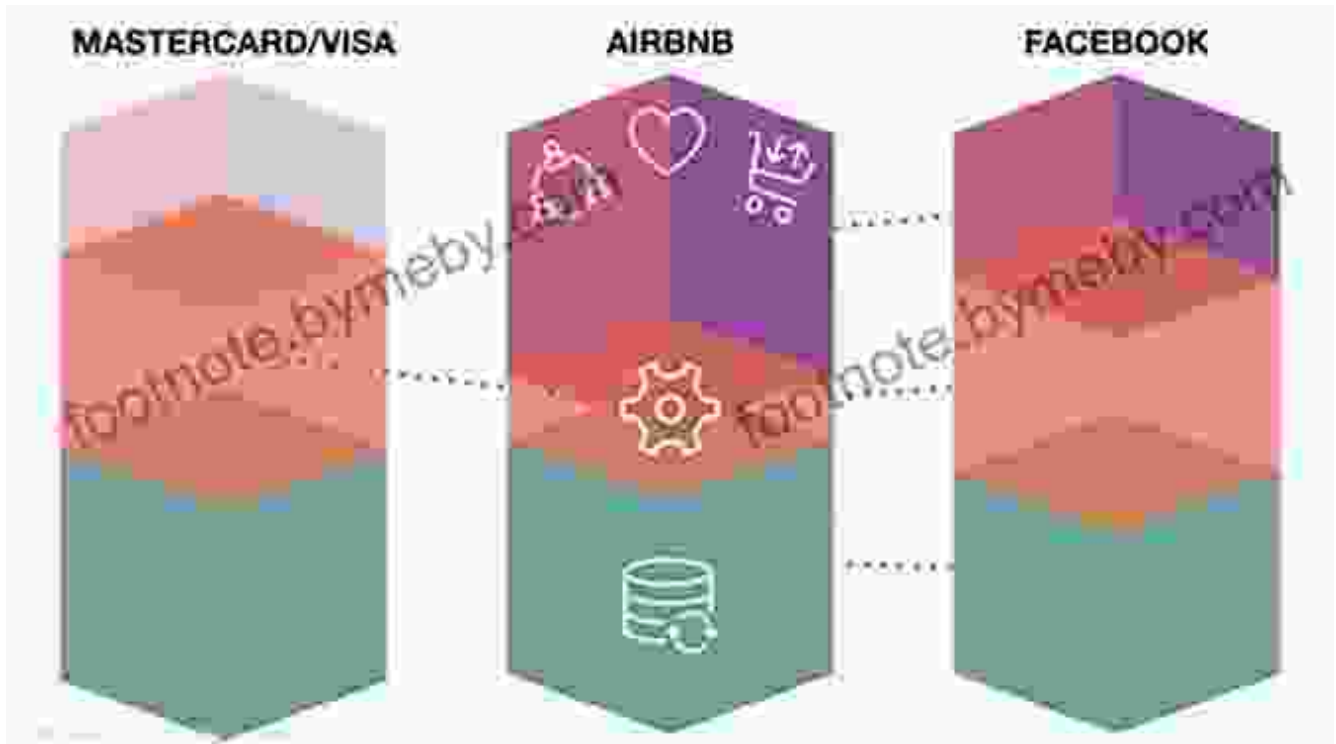
## Master the Art of Platform Strategy



Building a successful multisided platform requires a deep understanding of platform strategy. In this book, you'll learn how to:

- Define the value proposition for each side of the platform
- Create network effects that drive exponential growth
- Manage the complex relationship between users, producers, and the platform
- Develop pricing strategies that optimize revenue and user experience

## Become a Profitable Matchmaker



While multisided platforms offer enormous potential, they also come with unique challenges. "Matchmakers" shows you how to overcome these obstacles and unlock profitability. You'll discover:

- The different revenue models for multisided platforms
- How to optimize advertising, subscription, and transaction fees
- Strategies for acquiring and retaining users on both sides of the platform
- Case studies of successful multisided platforms and their monetization strategies

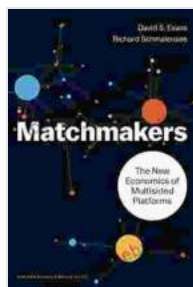
## Case Studies and Real-World Examples

Throughout the book, Evans draws upon real-world examples to illustrate the principles of platform economics. From Uber and Airbnb to Facebook and Google, you'll learn how these companies have harnessed network effects and created value for their users.

## Why You Need This Book

If you're an entrepreneur, business leader, or anyone interested in the future of digital business, "Matchmakers" is an indispensable resource. Whether you're looking to create a new multisided platform or optimize an existing one, this book will provide you with the knowledge and tools you need to succeed.

Free Download your copy today and start building a platform that connects, engages, and transforms.



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