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Catalyst Code: The Strategies Behind the World's Most Dynamic Companies Hardcover – 1 May 2007 by David Evans (Author), Richard Schmalensee (Author)

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Catalyst code : the strategies behind the worlds most ...

Catalyst Code: The Strategies Behind the World's Most Dynamic Companies is a book by Market Platform Dynamics founder David S. Evans and MIT economist (and former dean of the MIT Sloan School of Management) Richard L. Schmalensee published in 2007. Overview

Catalyst Code - Wikipedia

Even though I really enjoyed the dedicated focus on software platforms in Invisible Engines, I think that Catalyst Code benefits from the shift in emphasis to the broader thinking involved in crafting, implementing and extending "catalyst" business strategies. In some ways, Catalyst Code is less descriptive and more prescriptive in tone than Invisible Engines; I think that it is also a more immediately practical work for those who might want to consider applying some "catalyst" strategies in ...

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Catalyst Code Summary Catalyst Code: The Strategies Behind the World's Most Dynamic Companies by Richard L. Schmalensee In an economy where markets, consumers, and technology are ever-changing and increasingly interdependent, economic catalysts - businesses that bring together a number of groups who need each other and make it easy for them to work together - are essential.

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