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A different kind of matchmaker. Many of the most dynamic public companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one

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group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together.

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Matchmakers create and release value by connecting different groups and reducing transactional and other friction costs. Matchmakers are also known as multi-sided platforms and are becoming increasingly popular and profitable due to advances in technology. Matchmakers operate under a different set of economic rules as their raw materials aren't commodities but the different groups they bring together and the access they give to other groups.

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Jean Tirole, Chairman, Toulouse School of Economics; Winner, 2014 Nobel Prize in Economic Sciences-- "David Evans and Richard Schmalensee are masters at combining strategic analysis and economic theory. Matchmakers is a journey through the strategies of platform businesses, which are central to our economies.

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Platforms. Many of the most dynamic companies, from Alibaba to Facebook to Visa, and the most valuable start-ups, such as Airbnb and Uber, are matchmakers that connect one group of customers with another group of customers. Economists call matchmakers multisided platforms because they provide physical or virtual platforms for multiple groups to get together.

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“David Evans and Richard Schmalensee are masters at combining strategic analysis and economic theory. Matchmakers is a journey through the strategies of platform businesses, which are central to our economies. Full of stories, fun to read, stimulating, and rigorous, this terrific book is required reading, from the economics and MBA student to the entrepreneur looking at building a platform ...

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Matchmakers lies somewhere between being a guide for entrepreneurs to start their own multisided platform and being an introductory, economics handbook on multisided platforms, although Evans and Schmalensee land closer to the former than the latter. As a person with a background in economics, I wish the authors would focus more on the economics and theoretical models behind multisided platforms, but the book features more anecdotal examples of rather than research papers on such platforms.

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And that these powerful engines of commerce are making life easier and better for billions of people. Matchmakers has three parts. Part I (chapters 1-3) presents an overview of the new economics of multisided platforms and shows how this business model with ancient roots has been turbocharged by modern technologies.

Matchmakers: The New Economics of Multisided Platforms

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