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## Platform Economy Bibliography

### A Study Guide for a Rapidly Developing Field

By Iain Murray and Ryan Khurana\*

It is hardly news that the growth of the online economy has upended a wide array of business models once considered well established. Less noticed, however, has been its effect on the study of economics. Since the early 2000s, when the [groundbreaking work](#) of French scholars Jean-Charles Rochet and Jean Tirole drew attention to the topic, economists have been examining the peculiar arrangements of multisided markets—economic platforms with two distinct user groups that provide benefits to one another.

Platform economics are complicated by their very nature. Their proper study requires asking the right questions and avoiding the temptation for facile answers. For example, Rochet and Tirole, when considering why Facebook does not charge its main user base, eschew the fashionable answer of “If you’re not paying for the product, you’re the product.” Instead, they posit, both sides of the market are both customer *and* product. YouTube, for instance, serves video creators, video viewers, and advertisers, and its pricing decisions depend on the interrelation between those actors.

As those examples show, this is a rapidly emerging field ripe for exciting new research. To aid those seeking to explore this intriguing aspect of the economics of modern life, we have compiled a bibliography of the best and most accessible books, reports, and articles on multisided markets, platforms, and associated issues like the sharing economy. We hope readers will find it useful.

Notably, Jean Tirole won the Nobel Memorial Prize in Economics in 2014. In his [Nobel Prize lecture](#), he warned: “A regulator failing to understand the nature of two-sided markets might misleadingly complain about predation. ... Regulators should refrain from mechanically applying standard antitrust ideas where they do not belong.”

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