





MATCH MADE: THE POWER OF PLATFORMS™

GOOGLE, FACEBOOK, AMAZON,
AND THE KINGDOM OF GOD



- Part 1 Google & Facebook: Key Comparisons & Contrasts*
- Part 2 Amazon, Too: Key Comparisons & Contrasts*
- Part 3 The Kingdom of God: The Ultimate Matchmaking Platform*
- Part 4 Foursquare: In Relentless Pursuit of Optimal Utilities*
- Part 5 Incomparable Fulfillment: Here & Now, There & Then*



				
KEY PARTICIPANTS				
PLATFORM TRANSACTION				
SUBSIDIZED PARTY				
SUBSIDIZING PARTY				
TRANSACTION COST				
SUBSIDIZER'S MOTIVATION				
SECONDARY BENEFICIARIES				
THE KEY CONNECTOR				
PLATFORM ENGAGED				
DELIVERY OF TRANSACTIONS				
PLATFORM'S GOAL				
DISRUPTION OF				

Google

TIME	PLACE
FORM	OWNERSHIP

facebook

TIME	PLACE
FORM	OWNERSHIP

amazon

TIME	PLACE
FORM	OWNERSHIP

THE KINGDOM

TIME	PLACE
FORM	OWNERSHIP

YOUR BUSINESS OR NONPROFIT

TIME	PLACE
FORM	OWNERSHIP

YOUR EMERGING COMPETITORS

TIME	PLACE
FORM	OWNERSHIP



Additional Notes

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