# MarketWatch: What Twitter knows that Blackberry didn’t

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In the wake of Twitter’s recent IPO filing, Professor of Management Science Geoffrey Parker co-authored a commentary for MarketWatch on the growing impact of platform firms, companies with networked ecosystems that connect multiple players and provide tools for those participants to contribute and interact.

> Ultimately, this transformation redefines competition. Firms that once sought advantage based on the strength of their internal resources and channel access now face competitors that harness armies of connected users and ecosystems of resources. Apple’s App Store, hosting nearly a million applications, offers a compelling testimony to the power of ecosystems.

To read the article in its entirety, visit MarketWatch:

http://www.marketwatch.com/story/what-twitter-knows-that-blackberry-didnt-2013-10-10