

Research Notes: Geoffrey Parker

March 23, 2016



[Geoffrey Parker's](#) article "[Pipelines, Platforms, and the New Rules of Strategy,](#)" co-authored with Marshall Van Alstyne and Sangeet Choudary, appears in the April 2016 issue of [Harvard Business Review](#). Parker is the Norman Mayer Professor of Business and professor of management science at Tulane University's A. B. Freeman School of Business.