

# business code uber driver

**business code uber driver** is a crucial aspect for anyone looking to maximize their earnings and ensure compliance with Uber's regulations. Understanding the business code, which includes various operational guidelines, financial aspects, and customer service expectations, can significantly enhance a driver's performance on the platform. This article delves into the intricacies of the business code for Uber drivers, discussing operational best practices, the importance of maintaining high ratings, tax obligations, and strategies for boosting earnings. Furthermore, we will explore the significance of understanding local regulations and how to leverage Uber's resources for maximum benefit.

- Understanding the Business Code
- Operational Guidelines for Uber Drivers
- Rating System and Customer Service
- Tax Obligations and Financial Management
- Strategies for Maximizing Earnings
- Local Regulations and Compliance
- Leveraging Uber Resources

## Understanding the Business Code

The business code for Uber drivers encompasses a set of guidelines that govern how drivers operate within the platform. This code is essential for maintaining a professional environment and ensuring that both drivers and passengers have a safe and enjoyable experience. The business code includes policies related to communication, safety protocols, and the overall behavior expected from drivers.

Understanding this code not only helps in adhering to Uber's standards but also enhances a driver's reputation, leading to better ratings and more ride requests. It is important for drivers to familiarize themselves with the various aspects of the business code, as it directly impacts their success on the platform.

# Key Components of the Business Code

The business code consists of several key components that every Uber driver must be aware of:

- Safety and Security Measures
- Driver and Passenger Etiquette
- Vehicle Maintenance Responsibilities
- Understanding Fare Structures
- Compliance with Local Laws

Each of these components plays a vital role in ensuring that Uber operates smoothly and efficiently while maintaining high standards of service. Drivers must prioritize these aspects to foster a positive relationship with both Uber and their customers.

## Operational Guidelines for Uber Drivers

Operational guidelines are critical for the day-to-day functioning of an Uber driver. These guidelines provide a framework that helps drivers navigate the complexities of ride-sharing. They include instructions on how to accept rides, handle cancellations, and manage wait times, among other things.

## Ride Acceptance and Management

When operating as an Uber driver, accepting rides promptly is crucial. Drivers should have a clear understanding of the following:

- The importance of accepting rides within a certain time frame
- How to manage ride cancellations without affecting their score negatively
- Strategies for optimizing route selection to minimize wait times

By adhering to these guidelines, drivers can improve their efficiency and customer satisfaction, which is essential for maintaining a strong rating.

## **Rating System and Customer Service**

The rating system is a cornerstone of the Uber driver experience. Each ride culminates in a rating from passengers, which can significantly impact a driver's standing on the platform. Maintaining a high rating is crucial for continued access to ride requests and potential bonuses.

### **Importance of Customer Service**

Customer service is integral to achieving a high rating. Drivers should focus on:

- Communicating effectively and politely with passengers
- Maintaining a clean and comfortable vehicle
- Being punctual and professional during rides

Delivering excellent customer service not only enhances the passenger experience but also fosters repeat business and positive reviews, which are essential for a successful driving career with Uber.

## **Tax Obligations and Financial Management**

As independent contractors, Uber drivers are responsible for their own taxes. Understanding tax obligations is vital to avoid penalties and ensure compliance with local regulations. Drivers should keep detailed records of their earnings and expenses.

### **Managing Finances as an Uber Driver**

Effective financial management for Uber drivers includes:

- Tracking all income, including tips and bonuses

- Documenting vehicle-related expenses, such as fuel, maintenance, and insurance
- Setting aside funds for tax payments throughout the year

By staying organized and informed about tax responsibilities, drivers can maximize their earnings while minimizing potential financial pitfalls.

## **Strategies for Maximizing Earnings**

Maximizing earnings is often a primary concern for Uber drivers. There are several strategies that drivers can employ to increase their take-home pay while working with the platform.

### **Effective Strategies to Boost Earnings**

Drivers can implement the following strategies to enhance their earning potential:

- Driving during peak hours to take advantage of surge pricing
- Accepting longer rides or rides to popular destinations
- Utilizing referrals and bonuses offered by Uber

By employing these strategies, drivers can significantly increase their earnings and improve their overall driving experience.

## **Local Regulations and Compliance**

Understanding local regulations is vital for Uber drivers, as it ensures compliance and helps avoid legal issues. Each city or state may have specific rules regarding ride-sharing services, which drivers must adhere to.

### **Staying Informed About Local Laws**

To remain compliant, drivers should:

- Regularly check for updates on local ride-sharing regulations
- Ensure their vehicle meets all local safety and insurance requirements
- Engage with local driver forums for shared knowledge and tips

By staying informed, drivers can navigate the complexities of local laws more effectively, contributing to a more secure driving environment.

## **Leveraging Uber Resources**

Uber offers a wealth of resources designed to support drivers in their journey. Familiarizing oneself with these resources can greatly enhance a driver's experience and effectiveness on the platform.

## **Utilizing Available Resources**

Uber provides various tools and resources, including:

- In-app support for immediate assistance
- Training materials and webinars for skill enhancement
- Community forums for sharing experiences and advice

By taking advantage of these resources, drivers can improve their operational efficiency and overall satisfaction, leading to better performance on the platform.

## **Conclusion**

The business code for Uber drivers is a comprehensive framework that encompasses operational guidelines, financial management, customer service, and compliance with local regulations. By understanding and adhering to this code, drivers can enhance their performance, boost their earnings, and

maintain a positive relationship with both passengers and Uber. With the right strategies and knowledge, Uber drivers can thrive in the competitive ride-sharing market.

### **Q: What is the business code for Uber drivers?**

A: The business code for Uber drivers refers to the operational guidelines and principles that drivers must follow to ensure safety, professionalism, and compliance with Uber's policies and local laws.

### **Q: How does the rating system work for Uber drivers?**

A: The rating system allows passengers to rate their driver after each trip on a scale of 1 to 5 stars, influencing the driver's access to rides and potential earnings.

### **Q: What are the tax obligations for Uber drivers?**

A: Uber drivers are classified as independent contractors and must report all earnings, including tips, and are responsible for paying their taxes, including self-employment taxes.

### **Q: How can Uber drivers maximize their earnings?**

A: Drivers can maximize their earnings by working during peak hours, accepting longer rides, and utilizing Uber's referral bonuses.

### **Q: What resources does Uber provide to help drivers?**

A: Uber offers various resources, such as in-app support, training materials, and community forums, to assist drivers in improving their skills and navigating their roles effectively.

### **Q: Are there specific local regulations that Uber drivers must follow?**

A: Yes, each city or state may have specific regulations regarding ride-sharing services that drivers must comply with, including safety and insurance requirements.

### **Q: What should drivers do if they receive a low**

## rating?

A: Drivers should seek feedback from passengers to understand the reasons for the low rating and focus on improving their service quality to enhance future ratings.

## Q: How important is customer service for Uber drivers?

A: Customer service is critical for Uber drivers as it directly impacts their ratings and the likelihood of receiving repeat business and positive reviews.

## Q: What are some common expenses Uber drivers should track?

A: Common expenses include fuel costs, vehicle maintenance, insurance, and any other costs associated with operating their vehicle for Uber.

## Q: How can drivers stay informed about changes in local regulations?

A: Drivers can stay informed by regularly checking local government websites, participating in driver forums, and following Uber's official communications.

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**business code uber driver: Digital Work Platforms at the Interface of Labour Law** Eva Kocher, 2022-03-10 This open access book shows how to design labour rights to effectively protect digital platform workers, organise accountability on digital work platforms, and guarantee workers' collective representation and action. It acknowledges that digital work platforms entail enormous risks for workers, and at the same time it reveals the extent to which labour law is in need of reconstruction. The book focusses on the conceptual links – often overlooked in the past – between labour law's categories and its regulatory approaches. By explaining and analysing the wealth of approaches that deconstruct and reconceptualise labour law, the book uncovers the organisational ideas that permeate labour law's categories as well as its policy approaches in a variety of jurisdictions. These ideas reveal a lack of fit between labour law's traditional concepts and digital platform work: digital work platforms rarely behave like hierarchical organisations; instead, they more often function as market organisers. The book provides a fresh perspective for international academic and policy debates on the regulation of digital work platforms, as well as on the purposes

and foundations of labour law. It offers a way out of the impasse the debate around labour law classification has reached, by showing what labour law could learn from digital law approaches to platforms – and vice versa. The ebook editions of this book are available open access under a CC BY-NC-ND 4.0 licence on [bloomsburycollections.com](https://bloomsburycollections.com).

**business code uber driver: Business Information Systems** Witold Abramowicz, Adrian Paschke, 2018-07-11 This book constitutes the proceedings of the 21st International Conference on Business Information Systems, BIS 2018, held in Berlin, Germany, in July 2018. The BIS conference follows popular research trends, both in the academic and the business domain. Thus the theme of BIS 2018 was Digital Transformation - An Imperative in Today's Business Markets. The 30 papers presented in this volume were carefully reviewed and selected from 96 submissions. They were organized in topical sections named: big and smart data and artificial intelligence; business and enterprise modeling; ICT project management; process management; smart infrastructures; social media and Web-based business information systems; applications, evaluations, and experiences.

**business code uber driver: The Supreme Court's New Workplace** Joseph A. Seiner, 2017-07-25 The US Supreme Court has systematically eroded the rights of minority workers through subtle changes in procedural law. This accessible book identifies and describes how the Supreme Court's new procedural requirements create legal obstacles for civil-rights litigants, thereby undermining their substantive rights. Seiner takes the next step of providing a framework that practitioners can use to navigate these murky waters, allowing workers a better chance of prevailing with their claims. Seiner clearly illustrates how to effectively use his framework, applying the proposed model to one emerging sector - the on-demand industry. Many minority workers now face pervasive discrimination in an uncertain legal environment. This book will serve as a roadmap for successful workplace litigation and a valuable resource for civil-rights research. It will also spark a debate among scholars, lawyers, and others in the legal community over the use of procedure to alter substantive worker rights.

**business code uber driver: Gigged** Sarah Kessler, 2018-06-12 With deep reporting and graceful storytelling, Sarah Kessler reveals the ground truth of a key part of the American workforce. Her analysis is both astute and nuanced, making GIGGED essential reading for anyone interested in the future of work. —Daniel H. Pink, author of WHEN and DRIVE The full-time job is disappearing—is landing the right gig the new American Dream? One in three American workers is now a freelancer. This “gig economy”—one that provides neither the guarantee of steady hours nor benefits—emerged out of the digital era and has revolutionized the way we do business. High-profile tech start-ups such as Uber and Airbnb are constantly making headlines for the disruption they cause to the industries they overturn. But what are the effects of this disruption, from Wall Street down to Main Street? What challenges do employees and job-seekers face at every level of professional experience? In the tradition of the great business narratives of our time, Gigged offers deeply-sourced, up-close-and-personal accounts of our new economy. From the computer programmer who chooses exactly which hours he works each week, to the Uber driver who starts a union, to the charity worker who believes freelance gigs might just transform a declining rural town, journalist Sarah Kessler follows a wide range of individuals from across the country to provide a nuanced look at how the gig economy is playing out in real-time. Kessler wades through the hype and hyperbole to tackle the big questions: What does the future of work look like? Will the millennial generation do as well as their parents? How can we all find meaningful, well-paid work?

**business code uber driver: Raw Deal** Steven Hill, 2015-10-20 What's going to happen to my job? That's what an increasing number of anxious Americans are asking themselves. The US workforce, which has been one of the most productive and wealthiest in the world, is undergoing an alarming transformation. Increasing numbers of workers find themselves on shaky ground, turned into freelancers, temps and contractors. Even many full-time and professional jobs are experiencing this precarious shift. Within a decade, a near-majority of the 145 million employed Americans will be impacted. Add to that the steamroller of automation, robots and artificial intelligence already replacing millions of workers and projected to obsolesce millions more, and the jobs picture starts

looking grim. Now a weird yet historic mash-up of Silicon Valley technology and Wall Street greed is thrusting upon us the latest economic fraud: the so-called sharing economy, with companies like Uber, Airbnb and TaskRabbit allegedly liberating workers to become independent and their own CEOs, hiring themselves out for ever-smaller jobs and wages while the companies profit. But this share the crumbs economy is just the tip of a looming iceberg that the middle class is drifting toward. *Raw Deal: How the Uber Economy and Runaway Capitalism Are Screwing American Workers*, by veteran journalist Steven Hill, is an exposé that challenges conventional thinking, and the hype celebrating this new economy, by showing why the vision of the techno sapien leaders and their Ayn Rand libertarianism is a dead end. In *Raw Deal*, Steven Hill proposes pragmatic policy solutions to transform the US economy and its safety net and social contract, launching a new kind of deal to restore power back into the hands of American workers.

**business code uber driver: *Beyond the Algorithm*** Deepa Das Acevedo, 2020-11-05 In *Beyond the Algorithm: Qualitative Insights for Gig Work Regulation*, Deepa Das Acevedo and a collection of scholars and experts show why government actors must go beyond mass surveys and data-scrubbing in order to truly understand the realities of gig work. The contributors draw on qualitative empirical research to reveal the narratives and real-life experiences that define gig work, and they connect these insights to policy debates being fought out in courts, town halls, and even in Congress itself. The book also bridges academic and non-academic worlds by drawing on the experiences of drivers, journalists, and workers' advocates who were among the first people to study gig work from the bottom up. This book is a must-read for anyone interested in gig work, the legal infrastructure surrounding it, and how that infrastructure can and must be improved.

**business code uber driver: *Business & Society*** O.C. Ferrell, Debbie M. Thorne, Linda Ferrell, 2023-01-15 Formerly published by Chicago Business Press, now published by Sage Business & Society integrates business and society into organizational strategies to showcase social responsibility as an actionable and practical field of interest, grounded in sound theory. In corporate America today, social responsibility has been linked to financial performance and is a major consideration in strategic planning. This innovative Eighth Edition ensures that business students understand and appreciate concerns about philanthropy, employee well-being, corporate governance, consumer protection, social issues, and sustainability, helping to prepare them for the social responsibility challenges and opportunities they will face throughout their careers. The author team provides the latest examples, stimulating cases, and unique learning tools that capture the reality and complexity of social responsibility. Students and instructors prefer this book due to its wide range of featured examples, tools, and practices needed to develop and implement a socially responsible approach to business.

**business code uber driver: *Handbook of Research on Creating Sustainable Value in the Global Economy*** Akkucuk, Ulas, 2019-11-15 During the first decade of the 21st century, the world has witnessed a plethora of corporate scandals, global economic crises, and rising environmental concerns. As a result of these developments, pressure has been mounting on businesses to pay more attention to the environmental and resource consequences of the products they produce and services they deliver. The *Handbook of Research on Creating Sustainable Value in the Global Economy* contains a collection of pioneering research on the integration of issues of sustainability within the traditional areas of management. While highlighting topics including green marketing, circular economy, and sustainable business, this book is ideally designed for managers, executives, environmentalists, economists, business professionals, researchers, academicians, and students in disciplines including marketing, economics, finance, operations management, communication science, and information technology.

**business code uber driver: *Enterprise Cybersecurity in Digital Business*** Ariel Evans, 2022-03-22 Cyber risk is the highest perceived business risk according to risk managers and corporate insurance experts. Cybersecurity typically is viewed as the boogeyman: it strikes fear into the hearts of non-technical employees. *Enterprise Cybersecurity in Digital Business: Building a Cyber Resilient Organization* provides a clear guide for companies to understand cyber from a

business perspective rather than a technical perspective, and to build resilience for their business. Written by a world-renowned expert in the field, the book is based on three years of research with the Fortune 1000 and cyber insurance industry carriers, reinsurers, and brokers. It acts as a roadmap to understand cybersecurity maturity, set goals to increase resiliency, create new roles to fill business gaps related to cybersecurity, and make cyber inclusive for everyone in the business. It is unique since it provides strategies and learnings that have shown to lower risk and demystify cyber for each person. With a clear structure covering the key areas of the Evolution of Cybersecurity, Cybersecurity Basics, Cybersecurity Tools, Cybersecurity Regulation, Cybersecurity Incident Response, Forensics and Audit, GDPR, Cybersecurity Insurance, Cybersecurity Risk Management, Cybersecurity Risk Management Strategy, and Vendor Risk Management Strategy, the book provides a guide for professionals as well as a key text for students studying this field. The book is essential reading for CEOs, Chief Information Security Officers, Data Protection Officers, Compliance Managers, and other cyber stakeholders, who are looking to get up to speed with the issues surrounding cybersecurity and how they can respond. It is also a strong textbook for postgraduate and executive education students in cybersecurity as it relates to business.

**business code uber driver: Ubering: the “Rideshare” Story** Rafael Fermoselle, 2019-12-22  
There are a few creations that have become “products,” because they became dominant in the market, and synonymous with an entire product category. Genericized names include Frigidaire, which became synonymous with “refrigerator,” Xerox, which became synonymous with “photocopying,” and Kleenex, which became synonymous with “tissues.” That has been the case with Uber, which has become identical with “rideshare.” Despite rapid growth since 2010, Uber has not become profitable, is carrying a cumulative loss of over \$15 billion, as of November 2019, and it is doubtful if it will ever become profitable. Despite becoming an “eponym,” a key component of the gig economy, and inspiring numerous copycats, there is no guarantee that Uber will be able to generate an adequate return on investment, and remain in business. The concept has fatal flaws that impair its legal soundness. In the end, consumers and society determine if any business succeeds or fails. Government regulations are largely non-partisan, and exist to protect society, the general welfare, and the free enterprise system. Uber and the ride-share concept may be plowed under by regulations that exist to protect the public interest. However, regulations sometimes backfire and cause unintended consequences.

**business code uber driver: Corporate Duties to the Public** Barnali Choudhury, Martin Petrin, 2019-01-10  
In a world where the grocery store may be more powerful than the government and corporations are the governors rather than the governed, the notion of corporations being only private actors is slowly evaporating. Gone is the view that corporations can focus exclusively on maximizing shareholder wealth. Instead, the idea that corporations owe duties to the public is capturing the attention of not only citizens and legislators, but corporations themselves. This book explores the deepening connections between corporations and the public. It explores timely - and often controversial - public issues with which corporations must grapple including the corporate purpose, civil and criminal liability, taxation, human rights, the environment and corruption. Offering readers an encompassing, balanced, and systematic understanding of the most pertinent duties corporations should bear, how they work, whether they are justified, and how they should be designed in the future, this book clarifies corporations' roles vis-à-vis the public.

**business code uber driver: Data Privacy and GDPR Handbook** Sanjay Sharma, 2019-11-27  
The definitive guide for ensuring data privacy and GDPR compliance Privacy regulation is increasingly rigorous around the world and has become a serious concern for senior management of companies regardless of industry, size, scope, and geographic area. The Global Data Protection Regulation (GDPR) imposes complex, elaborate, and stringent requirements for any organization or individuals conducting business in the European Union (EU) and the European Economic Area (EEA)—while also addressing the export of personal data outside of the EU and EEA. This recently-enacted law allows the imposition of fines of up to 5% of global revenue for privacy and data protection violations. Despite the massive potential for steep fines and regulatory penalties,

there is a distressing lack of awareness of the GDPR within the business community. A recent survey conducted in the UK suggests that only 40% of firms are even aware of the new law and their responsibilities to maintain compliance. The Data Privacy and GDPR Handbook helps organizations strictly adhere to data privacy laws in the EU, the USA, and governments around the world. This authoritative and comprehensive guide includes the history and foundation of data privacy, the framework for ensuring data privacy across major global jurisdictions, a detailed framework for complying with the GDPR, and perspectives on the future of data collection and privacy practices. Comply with the latest data privacy regulations in the EU, EEA, US, and others Avoid hefty fines, damage to your reputation, and losing your customers Keep pace with the latest privacy policies, guidelines, and legislation Understand the framework necessary to ensure data privacy today and gain insights on future privacy practices The Data Privacy and GDPR Handbook is an indispensable resource for Chief Data Officers, Chief Technology Officers, legal counsel, C-Level Executives, regulators and legislators, data privacy consultants, compliance officers, and audit managers.

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**business code uber driver: The Bezos Blueprint** Carmine Gallo, 2022-11-15 The communication and leadership secrets of Jeff Bezos and how to master them, from the bestselling author of Talk Like Ted. Jeff Bezos is a dreamer who turned a bold idea into the world's most influential company, a brand that likely touches your life every day. As a student of leadership and communication, he learned to elevate the way Amazonians write, collaborate, innovate, pitch, and present. He created a scalable model that grew from a small team in a Seattle garage to one of the world's largest employers. The Bezos Blueprint by Carmine Gallo reveals the communication

strategies that Jeff Bezos pioneered to fuel Amazon's astonishing growth. As one of the most innovative and visionary entrepreneurs of our time, Bezos reimagined the way leaders write, speak, and motivate teams and customers. The communication tools Bezos created are so effective that former Amazonians who worked directly with Bezos adopted them as blueprints to start their own companies. Now, these tools are available to you.

**business code uber driver: Big Data Security** Shibakali Gupta, Indradip Banerjee, Siddhartha Bhattacharyya, 2019-10-08 After a short description of the key concepts of big data the book explores on the secrecy and security threats posed especially by cloud based data storage. It delivers conceptual frameworks and models along with case studies of recent technology.

**business code uber driver: Global Entrepreneurial Trends in the Tourism and Hospitality Industry** Batabyal, Debasish, 2020-03-13 Tourism has been gaining importance in recent decades with its increasing socio-economic, geo-political, and ecological contributions, including its potential contribution to GDP, foreign exchange, and international business. At this juncture, an assessment and analysis of the scope, opportunities, and challenges of tourism and hospitality entrepreneurship is essential to the economic development of numerous countries. *Global Entrepreneurial Trends in the Tourism and Hospitality Industry* is a pivotal reference source that provides conceptualized ideas regarding the scope, prospects, and challenges of tourism and hospitality entrepreneurship. While highlighting topics such as destination tourism, multigenerational travel, and social entrepreneurship, this publication explores the relationship among tourism, hotel management, transportations, international trade, cargo and supply chain management, as well as the inter-linkages among various sectors and sub-sectors of the tourism industry. This book is ideally designed for entrepreneurs, directors, restaurateurs, travel agents, hotel management, industry professionals, academics, professors, and students.

**business code uber driver: Uberworked and Underpaid** Trebor Scholz, 2016-12-27 This book is about the rise of digital labor. Companies like Uber and Amazon Mechanical Turk promise autonomy, choice, and flexibility. One of network culture's toughest critics, Trebor Scholz chronicles the work of workers in the sharing economy, and the free labor on sites like Facebook, to take these myths apart. In this rich, accessible, and provocative book, Scholz exposes the uncaring reality of contingent digital work, which is thriving at the expense of employment and worker rights. The book is meant to inspire readers to join the growing number of worker-owned platform cooperatives, rethink unions, and build a better future of work. A call to action, loud and clear, *Uberworked and Underpaid* shows that it is time to stop wage theft and crowd fleecing, rethink wealth distribution, and address the urgent question of how digital labor should be regulated and how workers from Berlin, Barcelona, Seattle, and São Paulo can act in solidarity to defend their rights.

**business code uber driver: Uberland** Alex Rosenblat, 2018-10-23 Silicon Valley technology is transforming the way we work, and Uber is leading the charge. An American startup that promised to deliver entrepreneurship for the masses through its technology, Uber instead built a new template for employment using algorithms and Internet platforms. Upending our understanding of work in the digital age, *Uberland* paints a future where any of us might be managed by a faceless boss. The neutral language of technology masks the powerful influence algorithms have across the New Economy. *Uberland* chronicles the stories of drivers in more than twenty-five cities in the United States and Canada over four years, shedding light on their working conditions and providing a window into how they feel behind the wheel. The book also explores Uber's outsized influence around the world: the billion-dollar company is now influencing everything from debates about sexual harassment and transportation regulations to racial equality campaigns and labor rights initiatives. Based on award-winning technology ethnographer Alex Rosenblat's firsthand experience of riding over 5,000 miles with Uber drivers, daily visits to online forums, and face-to-face discussions with senior Uber employees, *Uberland* goes beyond the headlines to reveal the complicated politics of popular technologies that are manipulating both workers and consumers.

**business code uber driver: Law, the Sharing Economy, and Platform Technology Businesses** Juan Diaz-Granados, Benedict Sheehy, 2025-05-14 In this innovative book, Juan Diaz-Granados and

**business code uber driver: Platform Strategy** Tero Ojanperä, Timo O. Vuori, 2021-10-03

What do Amazon, Google, Visa and AirBnB all have in common? They are all platform businesses. They know they can go beyond their industry segments. They capitalize on wider ecosystems that strengthen their offering and expand commercial opportunities. And now your business can do the same. Welcome to the world of platform businesses. In Platform Strategy one of the world's most creative men in business according to Fast Company and a leading strategy professor at a Financial Times top 40 business school show you the ropes. They lead you through the seven steps you can take to turn your business into a successful platform. Learn to harness emerging technologies like artificial intelligence, cement your business into thriving ecosystems and go beyond industry boundaries. Uncover how business leaders at companies as diverse as John Deere, KONE, and Visa are leading their businesses to the future by reinventing their business model. Authors Tero Ojanperä and Timo Vuori distil the disrupters' methods to an actionable blueprint. In Platform Strategy they put the emphasis on what you can do as leader; harness new technologies, work with partners but also crucially, recognize the fear of change in your people and utilize that energy to drive progress. More than just about technology, this book is at the centre of the leadership agenda for the future.

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