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# Winning In The API Economy



## Winning in the API Economy

Using Software and APIs to Transform your  
Business, Drive Revenues, Broaden Distribution  
and Unleash Innovation



## Synopsis

Software is creating a new business realityâ ”the increasing automation of processes, transactions and distribution across every industry and organization. This shift has to do not only with the use of software in particular processes, but also with exposing software interfaces to othersâ ”internal developers, partners, customers and the world at large. The result is a transformation for individual businesses that makes them radically more flexible and better able to engage with others. Further, at a global level, this trend heralds a new global business realityâ ”the API Economy."Winning in the API Economy is the guide that will introduce the newcomer to the world of APIs, quickly getting them up to speed, enabling them to not just understand the space, but empower them to effectively compete in the fast growing API economyâ • Kin Lane, APIEvangelist.com

## Book Information

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## Customer Reviews

This book help you to enter the world of APIs from a business perspective, it doesn't include a lot of examples or real statics, it is more based on the most common APIs around there. It is good as an

introduction though.

I read a lot of materials on the API space, and Winning in the API Economy provides the necessary 101 and on-boarding concepts for APIs that are essential to get individuals and companies up to speed on the API economy. Even with the necessary 101 concepts at play, Winning in the API Economy also provides a big picture look at the tech, business and politics of APIs in a way that new or veteran API people can benefit from. The API Economy is expanding around us in every industry and how government operates, this is the guide to get you up to speed and competitive in this fast paced new world.

Too shallow , repetitive and redundant. The whole book worth information could be condensed in 1 page

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