# New York Times: Tech’s ‘Frightful 5’ Will Dominate Digital Life

January 20, 2016

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From The New York Times, Jan. 20, 2015:

The New York Times' Farhad Manjoo interviewed Geoff Parker, professor of management science, about the continuing dominance of Amazon, Apple, Facebook, Google and Microsoft.

> “The Big Five came along at a perfect time to roll up the user base,” said Geoffrey G. Parker, a business professor at Tulane University and the co-author of “Platform Revolution,” a forthcoming book that explains some of the reasons these businesses may continue their dominance. “These five rode that perfect wave of technological change — an incredible decrease in the cost of I.T., much more network connectivity and the rise of mobile phones. Those three things came together, and there they were, perfectly poised to grow and take advantage of the change.”

To read the article in its entirety, visit NYTimes.com:

http://www.nytimes.com/2016/01/21/technology/techs-frightful-5-will-dominate-digital-life-for-foreseeable-future.html