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                             the Visualization and Management of Network Effects in Service
                             Platforms

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   Sommario/riassunto   Service platforms have moved into the center of interest in both
                             academic research and the IT industry due to their economic and
                             technical impact. These multitenant platforms provide own or third
                             party software as metered, on-demand services. Corresponding service
                             offers exhibit network effects. The present work introduces a graphical
                             modeling language to support service platform design with focus on
                             the exploitation of these network effects.