



# What's Mine Is Yours: The Rise of Collaborative Consumption

By Rachel Botsman, Roo Rogers

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**What's Mine Is Yours: The Rise of Collaborative Consumption** By Rachel Botsman, Roo Rogers

“Amidst a thousand tirades against the excesses and waste of consumer society, *What's Mine Is Yours* offers us something genuinely new and invigorating: a way out.” —Steven Johnson, author of *The Invention of Air* and *The Ghost Map*

A groundbreaking and original book, *What's Mine is Yours* articulates for the first time the roots of "collaborative consumption," Rachel Botsman and Roo Roger's timely new coinage for the technology-based peer communities that are transforming the traditional landscape of business, consumerism, and the way we live. Readers captivated by Chris Anderson's *The Long Tail*, Van Jones' *The Green Collar Economy* or Malcolm Gladwell's *The Tipping Point* will be wowed by this landmark contribution to the evolving ecology of commerce and sustainability.

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**Bibliography**

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### **Editorial Review**

From Publishers Weekly

Business consultant Botsman and entrepreneur Rogers track the rise of a fascinating new consumer behavior they call "collaborative consumption." Driven by growing dissatisfaction with their role as robotic consumers manipulated by marketing, people are turning more and more to models of consumption that emphasize usefulness over ownership, community over selfishness, and sustainability over novelty. A number of new businesses have emerged to serve this new market, exploiting the ability of the Internet to create networks of shared interests and trust and to simplify the logistics of collective use. Businesses such as bike-sharing service BIXI; toy library BabyPlays; solar power service SolarCity; and the Clothing Exchange, a clothing swap service, help users enjoy products or services without the expense, maintenance hassle, and social isolation of individual ownership. Part cultural critique and part practical guide to the fledgling collaborative consumption market, the book provides a wealth of information for consumers looking to redefine their relationships with both the things they use and the communities they live in.

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Review

"What can the next wave of collaborative marketplaces look like? Botsman and Rogers answer this question in a highly readable and persuasive way. Anyone interested in the business opportunities and social power of collaboration should consider reading this book."

From the Back Cover

The recent changes in our economic landscape have notably exposed and intensified a phenomenon: an explosion in sharing, bartering, lending, trading, renting, gifting, and swapping. From enormous marketplaces such as eBay and craigslist to emerging sectors such as peer-to-peer lending (Zopa) and car sharing (Zipcar), Collaborative Consumption is disrupting outdated modes of business and reinventing not only *what* we consume, but *how* we consume.

While ranging enormously in scale and purpose, these companies and organizations are redefining how goods and services are exchanged, valued, and created—in areas as diverse as finance and travel, agriculture and technology, education and retail. Traveling among global entrepreneurs and pioneers and exploring rising ventures as well as established companies adapting to these opportunities, the authors outline in bold and imaginative ways how Collaborative Consumption may very well change the world.

### **Users Review**

**From reader reviews:**

**Charles Duda:**

Is it an individual who having spare time in that case spend it whole day through watching television programs or just telling lies on the bed? Do you need something totally new? This What's Mine Is Yours: The Rise of Collaborative Consumption can be the respond to, oh how comes? The new book you know. You are so out of date, spending your free time by reading in this brand new era is common not a geek activity. So what these books have than the others?

**Michael Collins:**

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**Miguel Sherman:**

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