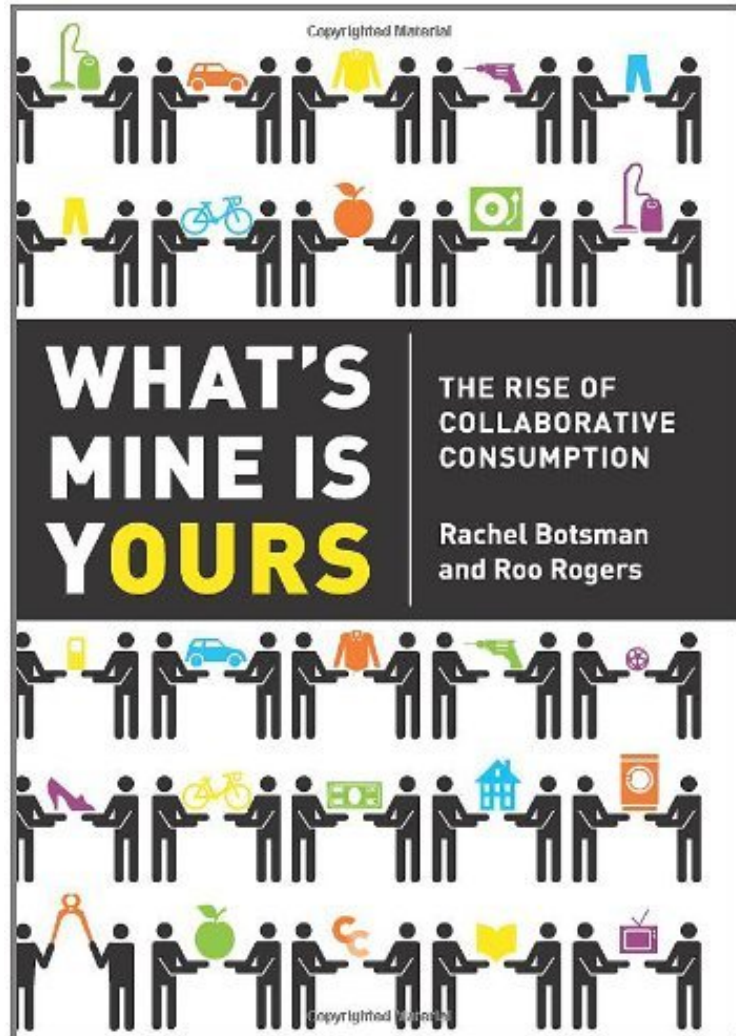


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What's Mine Is Yours: The Rise of Collaborative Consumption

Rachel Botsman, Roo Rogers

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Rachel Botsman, Roo Rogers : What's Mine Is Yours: The Rise of Collaborative Consumption before purchasing it in order to gauge whether or not it would be worth my time, and all praised What's Mine Is Yours: The Rise of Collaborative Consumption:

0 of 0 people found the following review helpful. ... book on the Rise of Collaborative Consumption is a brilliant read and will form the basis of how I ...By Kindle CustomerRachel Botsman's book on the Rise of Collaborative Consumption is a brilliant read and will form the basis of how I progress my thinking on social capital, social enterprise and the future of consumption.She makes the topic engaging and enjoyable through the usage of excellent examples but also a strong and compelling basis of discussion. The social and collaborative economy is a rapidly growing part of everything we experience as consumers but also leaders.Rachel challenges the reader to move out of their comfort zone and shift their mindset to the future (present) of consumption.Highly recommended book for

anyone in leadership positions in any enterprise.0 of 0 people found the following review helpful. A useful reminder that we can co-consume with an ethical conscienceBy John CoveneyWhether we can truly quit our habits of over-consumption is a moot point. Perhaps the halfway house is co-consumption or collaborative consumption. This book helps understand how and why this would be a good thing. In particular the book shows how, in our techno savvy world, we can engage with collaborative consumption through the various IT ways in which we can link with goods and services ('there's an app for that') and with each other. Importantly, how our individual profiles of reputation for honesty and reliability can be built through the trails of trust we create as we buy, sell, and share various goods and services. So that when we want to share a house or a car with someone, they can see whether this would be a good proposition. This book shows how we do this through 'trust banks'.On the downside, the book contains a few too many openers like "Doris Swetzell was a successful academic but knew there was more to life, so she started "Share a moggie", a web-based outfit that loans cats to those who want a cat experience but not the fuss of cat ownership" (OK I admit, I just made this one up). But that sort of thing. While we need to know real case studies, I felt a bit slugged out with the number here.But overall, this is a great book. I read it on a long haul flight from Auckland to Vancouver (feeling guilty about the airmiles I was clocking up). So to learn how to mitigate the environmental effect of other aspects of my consuming lifestyle by collaboratively consuming (and enjoying it) helped to assuage my conscience.0 of 0 people found the following review helpful. Inspiring, energising and well structured account of the Collaborative Economy in the modern eraBy Paul HarnischRachel has done a great job of taking the reader on the journey of how modern consumerism has engulfed our lives and how Collaboration Systems can help to mitigate some of the waste produced by the modern consumption imperative.Once you read the book all the news items and RSS feeds you get about Collaborative Consumption will now make a whole lot more sense!The various commentators in the media who are trying to rely the concept as 'news' just don't get the essence of the Collaborative Economy that Rachel does so if this topic excites you in any way read the book.

ldquo;Amidst a thousand tirades against the excesses and waste of consumer society, Whatrsquo;s Mine Is Yours offers us something genuinely new and invigorating: a way out.rdquo; mdash;Steven Johnson, author of The Invention of Air and The Ghost MapA groundbreaking and original book, Whatrsquo;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 Andersonrsquo;s The Long Tail, Van Jonesrsquo; The Green Collar Economy or Malcolm Gladwellrsquo;s The Tipping Point will be wowed by this landmark contribution to the evolving ecology of commerce and sustainability.