

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

Rachel Botsman and Roo Rogers. Harper Business, \$26.99 (304p) ISBN 978-0-06-196354-4

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. (Oct.)