ABOUT THE BOOK

"What's Mine Is Yours" is a timely and idea-fueled book that reveals a powerful socioeconomic groundswell called "Collaborative Consumption" — traditional sharing, bartering, lending, trading, renting, gifting, and swapping redefined through technology and peer communities — that is transforming business, consumerism, and the way we live.

Building on the philosophy of sharing sites such as Wikipedia, Twitter, and Flickr, and established peer-to-peer marketplaces such as eBay and craigslist, Collaborative Consumption is in a rapid state of evolution and has already given rise to the likes of social lending (Zopa), car sharing (Zipcar), bike sharing (Vélib), swap trading (Swaptree), peer-to-peer rental (Zilok), and travel (CouchSurfing, AirBnB), bartering (Bartercard,), co-working (HubCulture), neighborhood sharing (WeCommune), and more.

From morning commutes to the way we borrow and lend money, to the way fashion is designed, to how we share our back gardens, different areas of our lives are being created and consumed in collaborative ways. We have literally re-wired our world to share — be it in an office, a neighborhood, an apartment building, a school, or a Facebook network. And this sharing is happening in ways and at a scale never before possible, creating a culture and an economy of what's mine, is yours.

The book organizes the diverse range of Collaborative Consumption examples into three key systems — product service systems, redistribution markets, and collaborative lifestyles. Botsman and Rogers convincingly argue how these systems together are enabling access to products and services and, in doing so, they reveal the advantages of Collaborative Consumption over ownership, with benefits ranging from reduced personal burden and cost to lower environmental impact. At the same time, they enable people to save money, time, and space; build closer relationships; and move from passive consumers to active collaborators.

Anyone interested in the business opportunities and social power of collaboration will enjoy this smart, timely, and readable book.