



## WHAT'S MINE IS YOURS: THE RISE OF COLLABORATIVE CONSUMPTION

# THE BIG SHIFT

"What's Mine Is Yours" charts how in the 20th century of hyper-consumption we were defined by credit, advertising, and what we owned, and how in the 21st century of Collaborative Consumption we will be defined by reputation, community, and by what we can access.

### 20TH CENTURY

CREDIT

+

ADVERTISING

+

INDIVIDUAL  
OWNERSHIP

=

**HYPER  
CONSUMPTION**

### 21ST CENTURY

REPUTATION

+

COMMUNITY

+

SHARED  
ACCESS

=

**COLLABORATIVE  
CONSUMPTION**

