



What's Mine Is Yours: How Collaborative Consumption is Changing the Way We Live (Paperback)

By Rachel Botsman, Roo Rogers

HarperCollins Publishers, United Kingdom, 2011. Paperback. Condition: New. Language: English . Brand New Book. In the 20th century humanity consumed products faster than ever, but this way of living is no longer sustainable. This new and important book shows how technological advances are driving forms of collaborative consumption which will change forever the ways in which we interact both with businesses and with each other. The average lawn mower is used for four hours a year. The average power drill is used for only twenty minutes in its entire lifespan. The average car is unused for 22 hours a day, and even when it is being used there are normally three empty seats. Surely there must be a way to get the benefit out of things like mowers, drills and even cars, without having to carry the huge up-front costs of ownership? There is indeed. Collaborative consumption is not just a buzzword, it is a new win-win way of life. This insightful and thought-provoking new book by Rachel Botsman and Roo Rogers is an important and fast-moving survey of the dramatic changes we are seeing in the way we consume products. Many of us are familiar with freecycle, eBay, couchsurfing and Zipcar. But...



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