

WHAT'S MINE IS YOURS

HOW COLLABORATIVE CONSUMPTION
IS CHANGING THE WAY WE LIVE

Rachel Botsman and Roo Rogers



Collins

CONTENTS

Introduction: What's Mine Is Yours ix

PART 1 CONTEXT

One Enough Is Enough 3
Two All-Consuming 19
Three From Generation Me to
Generation We 41

PART 2 GROUNDSWELL

Four The Rise of Collaborative
Consumption 67
Five Better Than Ownership 97
Six What Goes Around Comes Around 123
Seven We Are All in This Together 153

PART 3 IMPACT

Eight Collaborative Design 185
Nine Community Is the Brand 199
Ten The Evolution of
Collaborative Consumption 211

Acknowledgements 227
Interviewees 231
Selected Bibliography 235
Notes 241
Collaborative Consumption Hub 267
UK Examples of Systems of
Collaborative Consumption 269
Index 275