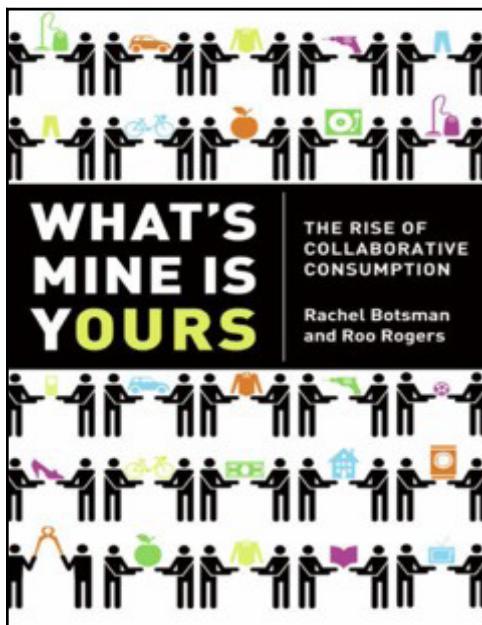


Simultaneous Release



Read by Kevin Foley

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Rachel Botsman and Roo Rogers

What's Mine Is Yours

The Rise of Collaborative Consumption

A groundbreaking, original book that explores the rise of "Collaborative Consumption"—a cultural and economic force that is transforming business, consumerism, and the way we live.

The recent changes in our economic landscape have only exposed and intensified a phenomenon: an explosion in sharing, bartering, lending, trading, renting, gifting, and swapping. From enormous marketplaces such as eBay and Craigslist to emerging sectors such as peer-to-peer lending (Zopa), "swap trading" (Swaptree), and car sharing (Zipcar), Collaborative Consumption is disrupting outdated modes of business and reinventing not only what we consume but how we consume.

While ranging enormously in scale and purpose, these companies and organizations are redefining how goods and services are exchanged, valued, and created—in areas as diverse as finance and travel, agriculture and technology, and education and retail. Traveling among global entrepreneurs and revolutionaries and exploring rising ventures as well as established companies adapting to these opportunities, authors Rachel Botsman and Roo Rogers outline in bold and imaginative ways how Collaborative Consumption may very well change the world.

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

MARKETING

- The authors coin the term "Collaborative Consumption" and are the first to uncover and explain a zeitgeist idea sure to influence business, consumerism, and the way we live.
- National media, print, and radio campaigns
- Web site: www.collaborativeconsumption.com

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"After listening to a thousand tirades against the excesses and waste of consumer society, *What's Mine Is Yours* offers us something genuinely new and invigorating: a way out."

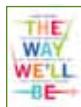
—STEVEN JOHNSON, author of *The Ghost Map*

"We're seeing an explosion of modest businesses where people help each other out via the Net, and *What's Mine Is Yours* tells you what's going on, and inspires more of the same." —Craig Newmark, founder of *Craigslist*

"A convincing, charming and in every sense collaborative account of how the new networks that have disrupted our lives are also likely to alter them, and entirely for our good."

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Rachel Botsman writes, consults, and speaks on the power of collaboration and sharing, and on how it can transform the way we live. She has consulted to businesses around the world on brand and innovation strategy. As a former director at the William J. Clinton Foundation, she spearheaded public-private partnerships with Nickelodeon, Rachael Ray, and the NBA.

Roo Rogers is a serial entrepreneur with five successful startups currently in the marketplace. He is currently the director of Redscout Ventures. He has a combination of operational and venture capital expertise and works across multiple consumer sectors, including media, transportation, and beverages.

Kevin Foley has over thirty years' experience in radio and television broadcasting, commercial voice-overs, and audiobook narration. He has recorded over 150 audiobooks.



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