



The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism (Paperback)

By Arun Sundararajan

MIT Press Ltd, United States, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. The wide-ranging implications of the shift to a sharing economy, a new model of organizing economic activity that may supplant traditional corporations. Sharing isn't new. Giving someone a ride, having a guest in your spare room, running errands for someone, participating in a supper club -- these are not revolutionary concepts. What is new, in the sharing economy, is that you are not helping a friend for free; you are providing these services to a stranger for money. In this book, Arun Sundararajan, an expert on the sharing economy, explains the transition to what he describes as crowd-based capitalism -- a new way of organizing economic activity that may supplant the traditional corporate-centered model. As peer-to-peer commercial exchange blurs the lines between the personal and the professional, how will the economy, government regulation, what it means to have a job, and our social fabric be affected? Drawing on extensive research and numerous real-world examples -- including Airbnb, Lyft, Uber, Etsy, TaskRabbit, France's BlaBlaCar, China's Didi Kuaidi, and India's Ola, Sundararajan explains the basics of crowd-based capitalism. He describes the intriguing...



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