

# 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