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# You are what you can access: Sharing and collaborative consumption online

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### Abstract

Sharing is a phenomenon as old as humankind, while collaborative consumption and the “sharing economy” are phenomena born of the Internet age. This paper compares sharing and collaborative consumption and finds that both are growing in popularity today. Examples are given and an assessment is made of the reasons for the current growth in these practices and their implications for businesses still using traditional models of sales and ownership. The old wisdom that we are what we own, may need modifying to consider forms of possession and uses that do not involve ownership.



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