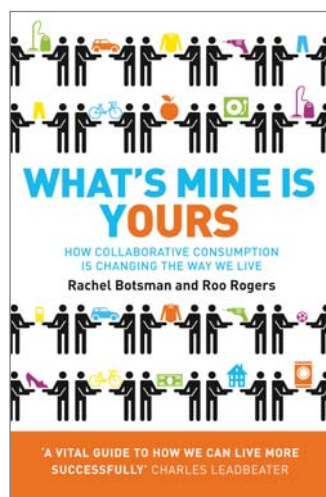




What's Mine is Yours: How Collaborative Consumption is Changing the Way We Live

Author _Rachel Botsman & Roo Rogers

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Website _www.collaborativeconsumption.com

What's Mine is Yours delves into the collaborative consumption movement - the sharing, bartering, lending, trading, renting, gifting and swapping of consumer goods, services and assets such as spare rooms. Collaborative consumers may trade goods via online marketplaces such as eBay, or participate in a car-sharing scheme rather than buy a car. The authors - one from a consulting background, the other an entrepreneur - explore collaborative lifestyles including shared working spaces and gardens. They point out that most forms of collaborative consumption require a degree of trust between strangers, and therefore strengthen community bonds while also giving consumers access to multiple products and services, and easing the burdens of individual ownership. The book investigates how brands can use this grassroots opportunity to create new sources of revenue and increase customer allegiance.



Porte

Website _<http://portemagazine.com>

Launched in January 2011, Porte is an online magazine that positions itself as a digital community platform and promotes talent from a range of disciplines. An established graphic design studio owner and a professional writer talk to illustrators, writers, poets, photographers and designers, for the weekly articles that provide the magazine's main content. Since Porte's launch, product designer Ed Ward, photographer June Cadogan and author Isabel Losada have featured on the site, and they will be involved in future articles for continuity and to give a sense of community. Creatives who would like to be showcased online are encouraged to send the editors a link to their portfolio.



Project

Website _www.projectmag.com

Launched in November 2010 by entrepreneur and business man Richard Branson, Project is a new global magazine app built for the iPad. Customers download an issue containing a month's worth of content that automatically updates daily over the month, featuring articles and interactive content on news, culture, fashion, celebrity interviews, design, travel and business. Creatively directed by award-winning art director Ché Storey and Anthony Noguera, former editor of men's magazine Arena, Project offers an audio interview with actor Jeff Bridges in its first issue, while an article from the second issue discusses Burmese history and politics. Project's reader app can be downloaded for free from the Apple store and customers pay £1.79 (\$2.99) per issue.