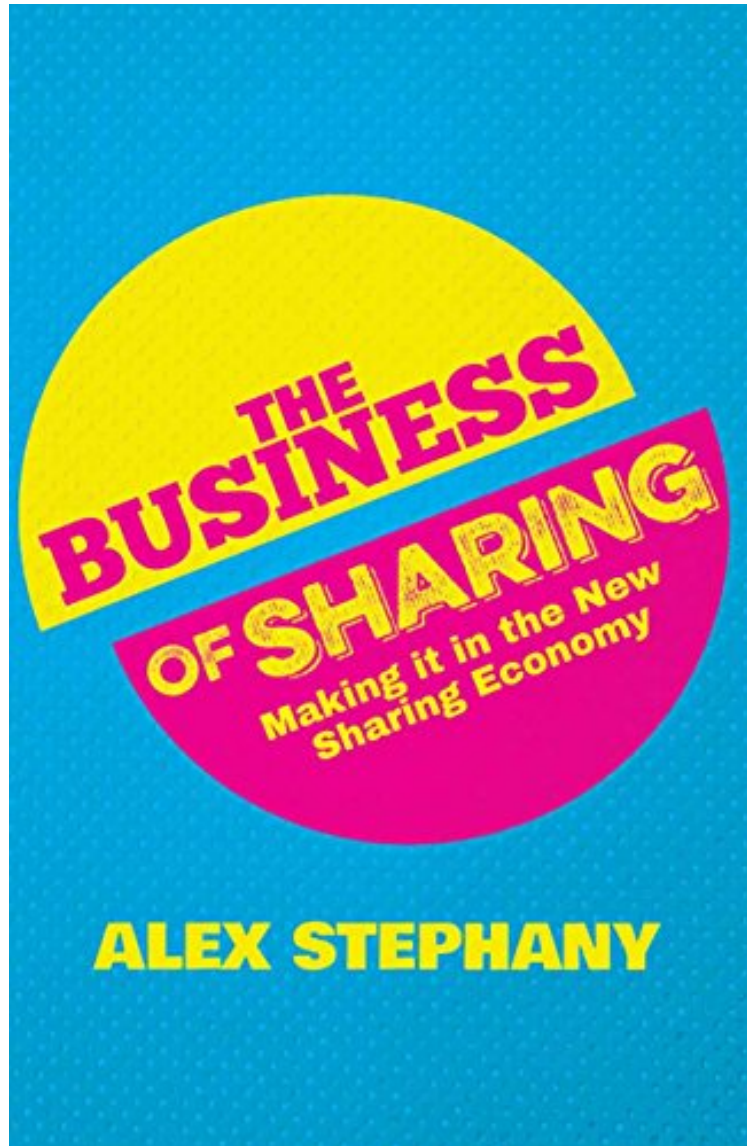


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The Business of Sharing: Making it in the New Sharing Economy

Alex Stephany

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Alex Stephany : The Business of Sharing: Making it in the New Sharing Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Sharing: Making it in the New Sharing Economy:

5 of 5 people found the following review helpful. Sharing Economy 101- must read for entrepreneurs, researchers, or futuristsBy JohannesWith rapid technological advances connecting the world in new ways and automating previously un-automatible tasks, the system of labor is beginning to undergo a massive reorganization akin to the Industrial age. The tectonic pressures of this shift create massive opportunity in an entirely new system of entrepreneurship known as

the Sharing Economy. Researcher Carl Frey, of Oxford, forecasts that up to 48% of current skill sets in the US will be obsolete within 20 years. Consequently, the McKinsey Global Institute (MGI) predicts that many of these jobs will be absorbed within the Sharing Economy. If you are interested in the learning more as an entrepreneur, researcher, or as an interested bystander, I highly recommend reading this book to get the best, most up to date baseline of the sharing economy written to date. 1 of 1 people found the following review helpful. Clearly, one of the best books written on the topic! By Amrita The Business of Sharing - Making it in the New Sharing Economy, is one of the best books written on the topic. An excellent read for founders, entrepreneurs, researchers anyone participating in the sharing economy/collaborative consumption space. Alex shares some incredible insights, discusses the challenges and opportunities along with some really funny stories, which makes it a fun read. Being a founder in the sharing economy space myself (Date My Wardrobe), one of my favorite chapters was "Founders". It was a learning experience reading about other founders, how and why they started their businesses, overcame the initial challenges (insurance, 2-sided marketplace etc). One of my favorite stories (which I had not heard of earlier) was that of JustPark and BlaBlaCar. "Investors" is another chapter I enjoyed reading where Alex talks about the firms investing in the sharing economy startups and what they look for. On a side/fun note, Alex shares his "encounter" with Sequoia Capital and I am convinced, fund raising stories can actually be funny - after the fact. 0 of 0 people found the following review helpful. A broad view of the sharing economy By opinionated Book starts a little slow with a lot of familiar material but then gets deeper and more interesting. Stephany really knows whereof he speaks - and talks a lot about his own business experience. Engaging to read and thought provoking. Worth the read.

Providing a colorful insight into the people at the forefront of the emergent Sharing Economy, a movement predicted to already be worth around \$26B a year, this book gives vital advice to anyone thinking of starting or investing in a collaborative consumption business. The first of its kind, written by an author on the forefront of this new trend.

Stephany uses the book's canvas to paint a multi-dimensional picture of the sharing economy. What makes this book come alive is his brilliant recounting of entrepreneurial journeys of several sharing economy startups, including his own. The book is an insider's exhilarating perspective on what is arguably the biggest economic trend shaking up corporate boardrooms and the seats of government today. (Siddharth Puri, BW Businessworld, businessworld.in, July, 2016) "A remarkable book, a sweeping view of a fascinating new economy in which peer-to-peer exchange will be central, written to be simultaneously very intelligent and very readable. Alex Stephany is a rare author, combining the experiential insight of a successful entrepreneur with the longer-range vision of a deep thinker. Read this book." -Arun Sundararajan, Professor and Rosen Faculty Fellow, Stern School of Business, New York University "The Business of Sharing is a great book about history being made today in the sharing economy. Alex Stephany puts together a thorough, insightful, thoughtful and entertaining account of what is transpiring today and what will undoubtedly be here to stay." -Alfred Lin, Sequoia Capital "Alex offers an engaging and informative narrative on the business of 'sharing' that has emerged in recent years. From the perspective of an insider, he brings valuable insight to the waves this industry is creating both inside and outside of itself." -Lily Cole, Founder, Impossible.com; actor "The Business of Sharing is an excellent read for any entrepreneur. Alex gives a great overview of the sharing economy: from how it works to the current key players in the market and the stories, such as my own, of founders who launched businesses that rely upon the sharing economy." -Martin Varsavsky, Founder, Fon; serial entrepreneur "Superb... The Business of Sharing is a major new book on this economic and social revolution. Above all, it is also the first ever book on the subject written by someone working on the frontline of this new economy. As CEO of one of the UK's best-known sharing economy businesses, Alex brings razor-sharp insights on the challenges and opportunities for us all in this fast-changing landscape. The Business of Sharing is a fast and thrilling read." -Mark Suster, Partner, Upfront Ventures, BothSidesoftheTable.com "Written by the CEO of digital firm JustPark, Alex Stephany's The Business of Sharing is a fantastic exploration of the companies, people and issues of the so-called sharing economy... It's hard to imagine any young CEO finding time to write a book, let alone one of this quality. But Stephany has pulled it off and delivered the comprehensive look at this nascent and burgeoning new movement." -Guy Levin, Executive Director, Coade About the Author Alex Stephany is the CEO of JustPark (formerly ParkatmyHouse), one of Europe's most renowned sharing economy businesses. Backed by the venture capital arm of BMW and Index Ventures, JustPark is the world's largest website for shared parking with over a million customers. Educated at Oxford University where he read English, Stephany is also a mentor at TechStars, a leading tech accelerator programme. Stephany and JustPark have been featured by ABC, CNBC, NPR, The Daily Telegraph, The Financial Times, The BBC, Wired, The New York Times and Bloomberg among many others.