The Sharing Economy

The End of Employment and the Rise of Crowd-Based Capitalism

By Arun Sundararajan (contributors/arun-sundararajan)

The wide-ranging implications of the shift to a sharing economy, a new model of organizing economic activity that may supplant traditional corporations.

So all in all, a very interesting book by one of the most knowledgeable researchers on the sharing economy. Well worth a read.

The Enlightened Economist
Information technology is disrupting a host of industries including transportation, hotels, banks, and marketplaces. The very nature of work is changing. Sundararajan offers an insightful guide to the forces shaping our economy today—and tomorrow.

Hal Varian, Chief Economist, Google

The wide-ranging implications of the shift to a sharing economy, a new model of organizing economic activity, and the role of traditional corporations.

Sharing isn’t new. Giving someone a ride, having a guest in your spare room, running errands for someone in a club—these are not revolutionary concepts. What is new, in the “sharing economy,” is that you are not hiring these services from a stranger for money. In this book, Arun Sundararajan, an expert on the shift to what he describes as “crowd-based capitalism” – a new way of organizing economic activity in the traditional corporate-centered model. As peer-to-peer commercial exchange blurs the lines between the professional, how will the economy, government regulation, what it means to have a job, and our social fabric change?

Drawing on extensive research and numerous real-world examples – including Airbnb, Lyft, Uber, Etsy, Turo, BlaBlaCar, China’s Didi Kuaidi, and India’s Ola, Sundararajan explains the basics of crowd-based capitalism, the intriguing mix of “gift” and “market” in its transactions, demystifies emerging blockchain technologies, and the implications for the future of emerging on-demand platforms. He considers how this new paradigm changes economic growth and the role of empowered entrepreneurs who enjoy professional flexibility and independence? Or will disenfranchised digital laborers scurrying between platforms in search of the next wedge of piecework? And will important policy choices and the lack of a social safety net.

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