

We-commerce: how to create, collaborate, and succeed in the sharing economy

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Abstrak

"In WE-Commerce, visionary marketing strategist Billee Howard lays out her plan for a new vision of success and long-term, purposeful profitability in the new global, sharing economy. Today, the most successful businesses and entrepreneurs thrive through connectivity, socialization, and sharing. It is an age of WE-Commerce, an economy centered on the power of "we" instead of "me," focused on the needs of the many over the few. Booming companies such as Uber and Airbnb leverage technology to create platforms that rely largely on social media and community feedback to facilitate people's ability to collaborate with one another. Instead of traditional business strategies, companies must now inspire belief and trust in their communities; collaborate with their customers; create business models that are socially and environmentally responsible; find opportunities for creative collaboration with large, global markets; and become a new generation of innovators--"artists of business." With advice from "stay small but include all" to "profit with purpose" and "embrace disruption," Billee Howard gives readers the reinvented business toolkit that they will need to effectively collaborate, co-create, and succeed in a WE-Commerce landscape, and to acquire a new set of skills that will position them as leaders in the transformed economy"--