

SHARING ECOMONY: SHORT TERM RENTALS

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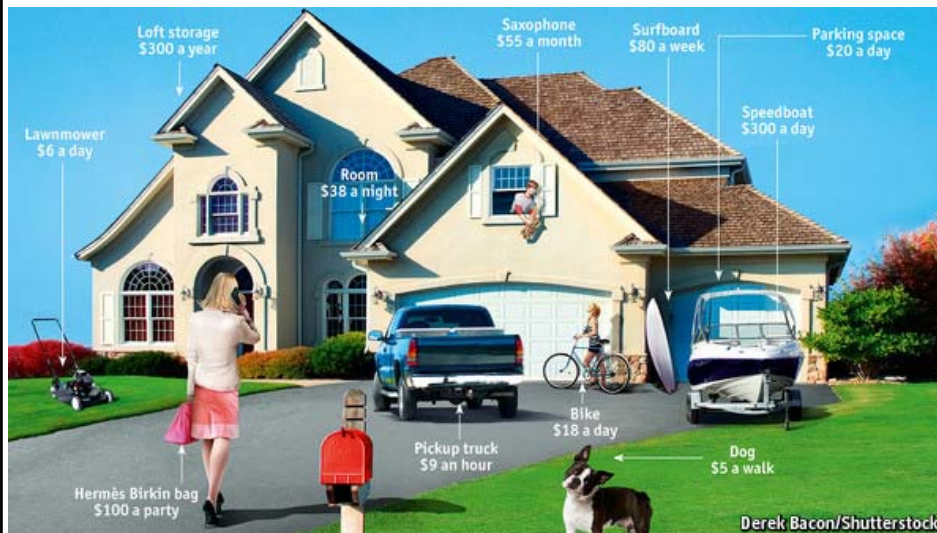


Sharing Economy

- Collaborative consumption
- Peer to Peer
- Key – *technology* = instant & low cost connection of people and services/goods



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Why successful?

- Relatively low risk
 - Use of GPS & tracking
 - Social media comments & reviews
 - Background checks
- <http://www.economist.com/news/leaders/21573104-internet-everything-hire-rise-sharing-economy>



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Sharing Economy

- Airbnb = operates a *platform and community marketplace* that helps people *form offline experiences and relationships* directly with one another, where they can create, list, discover and book unique accommodations around the world, whether *through our website or our mobile applications*
- https://www.airbnb.com/terms/privacy_policy



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"Sharing Economy: Short-Term Rentals"