



The Future of Commerce: 21 Business Models That Are Changing How We Buy

Liza Kindred

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Jewelry you rent. Hardware you print. Computers you wear. Clothes you buy from other people's closets. Retail and tech thinker Liza Kindred explains how these surprising new patterns of commerce signal how you, too, can be more innovative in your work and business. *The Future of Commerce* is an ambitious survey that delivers cultural and technical literacy about digital-era commerce—and how to build tomorrow's smarts into your own organization today.

From e-commerce to re-commerce to me-commerce, Kindred takes you through the 21 business models that are redefining how goods are sold, resold, marketed, shared, conceived, and created. This practical review helps you understand how these models work, how they can be combined, and how they might fit your business.

This is about more than the goods in our carts and the money in our pockets. The way we buy matters. As social technologies connect us in new ways with customers, suppliers, and gadgets, we have the chance to buy and sell goods in ways that are more responsible and sustainable. Kindred introduces you to the forces that have made these emerging business models possible—and even inevitable.

The Future of Commerce is a field guide to the new territories of buying and selling. It's a "you are here" map to help you figure out where you sit in this new landscape—and where you might go from there.

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