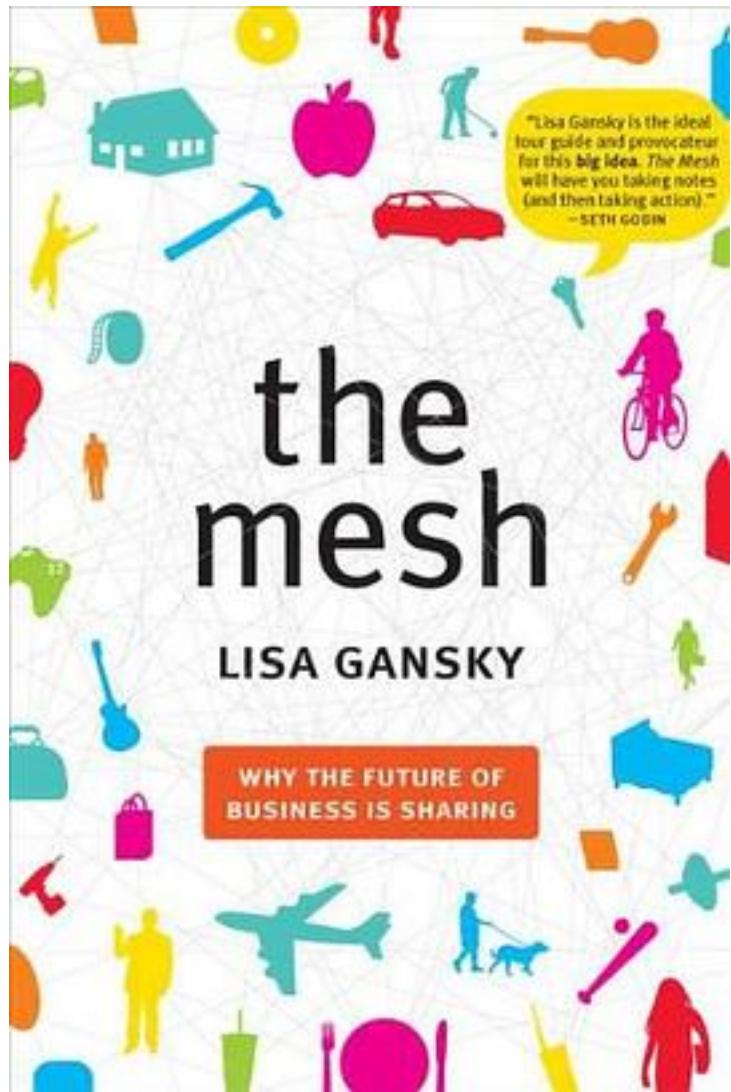


# The Mesh



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著者: Lisa Gansky

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"The Mesh is reshaping how we go to market, who we partner with, and how we invite participation and engage new customers. . . . If you embrace the Mesh you'll discover how your business can inspire customers in a world where access trumps ownership."

- Lisa Gansky

Traditional businesses follow a simple formula: create a product or service, sell it, collect money. But in the last few years a fundamentally different model has taken root—one in which consumers have more choices, more tools, more information, and more peer-to-peer power. Pioneering entrepreneur Lisa Gansky calls it the Mesh and reveals why it will soon dominate the future of business.

Mesh companies use social media, wireless networks, and data crunched from every available source to provide people with goods and services at the exact moment they need them, without the burden and expense of owning them outright. Gansky reveals how there is real money to be made and trusted brands and strong communities to be built in helping your customers buy less but use more.

Consider the explosive growth of Zipcar. By exploiting the latest technology and making it easy and affordable to have a car whenever you need one, this young company is helping to redefine personal transportation. And deeply worrying established competitors.

Gansky shows how the same pattern is playing out with less famous Mesh companies that are reinventing an enormous range of industries:

- \* thredUP enables mail-in kids'-clothing swaps. One year after launching, it has 10,000 members exchanging more than 14,000 items per month.
- \* Kickstarter connects artists who need funding with small donors who want to support them. The firm has helped hundreds of projects raise as much as \$200,000 without the usual angst of fundraising.
- \* Groupon harnesses collective buying power to offer daily discounts to its 5 million subscribers. Sixteen months after inception, it has raised over \$170 million in venture capital.

In the tradition of The Long Tail , The Mesh illustrates a huge new opportunity that's already driving new businesses and renewing old ones. It's your essential guide to the new wave of information-enabled commerce that's also improving our communities and our planet.

作者介绍:

丽莎 · 甘斯基 (Lisa Gansky)

创立了众多互联网公司，包括GNN和Ofoto。目前，她为企业提供咨询和投资，包括New Source Bank、Squidoo、Convio、TasteBook、Slide、Instructables 和Greener World Media等。她也是Dos Margaritas的联合创始人。目前，丽莎 · 甘斯基居住在加利福尼亚州纳帕谷。

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书评

聚联网？这是一个什么玩意儿？其实不要被这个新奇的名字吓倒，这本书其实是讨论的当下互联网的趋势，并不是一个新奇的概念，里面讨论的内容其实就是对我们当下流行的”社会化”这一概念的思索及总结，并指出了当下及未来流行商业模式，而这些类似的模式在我们国内早已经开始，例...

以聚联网拯救世界 郑渝川（《聚联网：商业的未来》，（美）丽莎·甘斯基著，马睿译，中信出版社2012年1月版）

20世纪90年代末期，两个年轻的建筑师被科索沃战争难民的困难所震撼，开始了人道主义的行动。他们帮助难民的方式与众不同，不是动...

今天九月一号。正巧最近还是头疼着找工作。每次的遇见都是一种坚定吧。  
看到书中的“我们是不是为了一个看似壮观但根本错误的愿景出卖了自己？……  
文化人类学家早就告诉我们，某些显示社会地位的东西只是昙花一现。”  
徘徊就是因为东张西望，东张西望就是因为不面对自...

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