



P2P BUSINESS

NEW ECONOMIC LOGICS

Economics of Sharing
 Altruistic Economics
 Cooperative Economics
 Collaboration Theory
 Collaborate to Compete

Markets without Capitalism
 Natural Capitalism
 Steady State Economy

Quarternary Economics
 Adventure Economy
 Process Economy

Attention Economy
 Economics of Attention
 Intention Economy
 Pull Economies

Conversation Economy
 Markets as Conversations

Ethical Economy
 Bottom of the Pyramid
 Blended Value
 Good Capital
 Inclusive Capitalism

Fair Trade
 Social Entrepreneurship

NEW MARKETING PRACTICES

Co-Creation
 Co-Design
 Co-production
 Citizen Product Design
 Crowdsourced Design

Crowdsourcing
 Crowdfunding
 Crowdpicing

Peer Production
 Direct Economy
 Production without Manufacturer

THE NEW PARTNERSHIP ECONOMY

User-created Advertizing
 User-driven Advertizing
 Citizen Marketers
 Crowdsourced Advertizing

Group Buying
 Group Purchasing

Consumer-Generated Media
 Customer-centric Brands
 Consumer-Fortified Media

FROM CONSUMPTION TO PRODUSAGE

Producerism
 Mass Amateurization
 Pro-Am Revolution

User-Generated Ecosystem
 User-Capitalized Networks

AFFINITY MARKETS AND SOCIAL COMMERCE

Affinity Investing
 Affinity Markets
 Recognition Markets

Long Tail
 Social Commerce

Community Supported Manufacturing
 Community Trading Software
 Community Wealth Building

NEW COOPETITIVE PRACTICES

Asymmetric Competition
 Edge Competencies

For Benefit
 Benefit Sharing
 Revenue Sharing
 Rewards for Contributions

User-centered Innovation
 User Innovation Theory
 Open Innovation
 Diffuse Innovation
 Lead Users

NEW DISTRIBUTED INFRASTRUCTURES

Customer-Controlled Networks
 Customer-build network infrastructures

Co-Working Infrastructure
 Hacker Ethic

P2P Exchange Infrastructure Projects
 Peer to Peer Exchanges

Credit Commons
 Mutual Credit
 LETS
 Open Money
 P2P Lending
 Social Lending

Open Design
 Open Peer to Peer Design
 Open Hardware
 Free Hardware Design

PHYSICAL P2P PRODUCTION

Desktop Manufacturing
 Personal Fabricators
 Multiple-Purpose Production Technology

Rapid Manufacturing
 Rapid Prototyping
 Rapid Tooling

TRENDS

NEW PRACTICES

NEW ECONOMIES AND STRUCTURAL FUNCTIONINGS

NEW INSTITUTIONAL FORMATS

Open Business
 Open Capital
 Open Company Models
 Open Enterprise
 Capital Commons Trusts
 Open Book Management

Peer Property
 Commons
 Trusts
 Citizen Ownership

NEW BUSINESS MODELS

Open Music Business Models
 Open Film Business Models
 Free Software Business Models
 Open Source Business Models
 Open Source Commercialization

THE NEW CAPITALISM

Circulation of the Common
 Hacker Class
 Netarchical Capitalism
 P2P Capitalism
 Cooperative Capitalism
 Peer Production Entrepreneurs