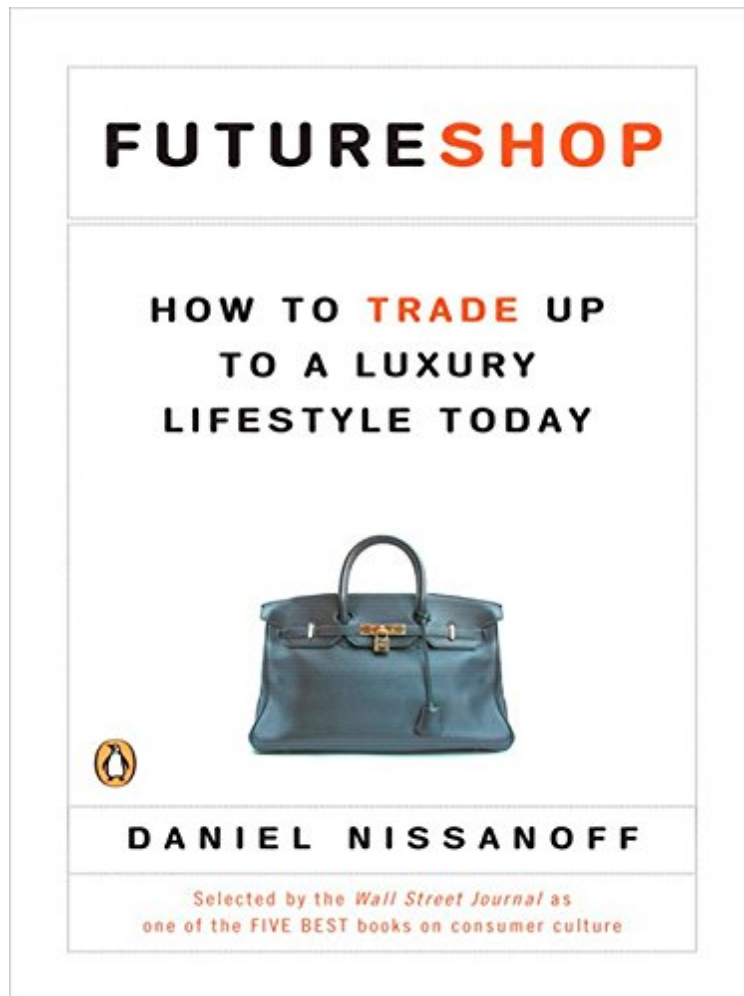


(Download) FutureShop: How to Trade Up to a Luxury Lifestyle Today

FutureShop: How to Trade Up to a Luxury Lifestyle Today

Daniel Nissanoff

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Daniel Nissanoff : FutureShop: How to Trade Up to a Luxury Lifestyle Today before purchasing it in order to gauge whether or not it would be worth my time, and all praised FutureShop: How to Trade Up to a Luxury Lifestyle Today:

This is a book about change. In particular, it's about how our consumer culture is rapidly evolving to allow us to live better, richer lives for less. The catalyst to this change is eBay and similar sites that are quickly growing into mainstream shopping venues and creating unprecedented levels of liquidity for our everyday goods. The wave of the future will be temporary ownership—consumers will be able to buy what they really want because they'll be able to easily sell it when they are ready to upgrade to the next item on their wish list. Veteran Web entrepreneur Daniel Nissanoff's invaluable heads-up explores why this change is taking place and discusses what consumers

and businesses can do in order to benefit from this new paradigm.

An insightful look at an explosive trend . . . the future looks bright for consumers and entrepreneurs alike . . . the new auction culture is here to stay. -- David Bach, author of *The Automatic Millionaire* and *Start Late, Finish Rich* Books about e-commerce tend to be like uninspired sex: a convenient shortcut to a nap. But this one is like the jolt of a double espresso. -- *The Wall Street Journal* Persuasive. -- Harvard Business About the Author Daniel Nissanoff is a Web entrepreneur whose most recent venture is Portero, an online facilitation company specializing in the resale of luxury goods. A finalist for the Ernst and Young Entrepreneur of the Year Award, he has consulted to several Global 500 companies.