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Seismic Shifts in the Sharing Economy: Shaking Up Marketing Channels and Supply Chains

O. C. Ferrell , Linda Ferrell & Kyle Huggins

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Abstract

Our goal is to explore the role of marketing channels in the sharing economy. We challenge the traditional view of marketing channels as a mere conduit for products and services. Instead, we argue that marketing channels are becoming increasingly important in the sharing economy, as they provide a platform for firms to share their resources and capabilities. This issue of the Journal of Marketing Channels explores the role of marketing channels in the sharing economy, and the challenges and opportunities that this presents for firms and researchers.

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Notes

1 For the number of Hilton Worldwide hotel rooms from 2009 to 2016, see <https://www.statista.com/statistics/247301/number-of-hilton-worldwide-hotel-rooms/>; Airbnb claims 3 million listings worldwide at <https://www.airbnb.com/about/about-us>, including castles.

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