

INTERNATIONAL WORKSHOP

# INTERNATIONAL WORKSHOP ON HIGHER EDUCATION ON HIGHER EDUCATION

## **Collaborative economics & entrepreneurship**

In his talk, Boyd Cohen will highlight key insights from his latest book, *The Emergence of the Urban Entrepreneur* (which has a foreword by Richard Florida). In the book, Dr. Cohen identified three converging trends that are contributing to the rapid growth of entrepreneurship in cities: urbanization, democratization and collaboration. Dr. Cohen will explore how start-ups are collaborating with cities and companies, and discuss the growth of the collaborative or “sharing” economy. He will conclude with insights from recent research on sharing economy business models, and discuss how Catalonia could become a world leader in accelerating sharing economy start-ups.

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