*Read “Case 2: Airbnb in 2018” in your Connect textbook.

In the accommodations market, Airbnb appears to have a significant advantage over its competitors as it relates to regulations affecting the operations of its business.

Develop a business strategy that will allow Airbnb to meet local, state, and international regulatory requirements and motivate individuals to benefit from participating in this space of the accommodations market. Address the following questions:

How can Airbnb ensure the ethical treatment of consumers?
Should there be a separate strategy for the international component of their business model?*