The Business Blockchain. Promise, Practice, and Application of the Next Internet Technology

Description: The definitive pioneering blueprint covering the what, why, and how of the blockchain

Blockchains are new technology layers that rewire the Internet and threaten to side-step older legacy constructs and centrally served businesses. At its core, a blockchain injects trust into the network, potentially cutting off intermediaries from serving that function and creatively disrupting how they operate. Metaphorically, blockchains are the ultimate non-stop computers. Once launched, they never go down, and offer an incredible amount of resiliency, making them dependable and attractive for running a new generation of decentralized services and software applications.

"When it comes to the blockchain, William Mougayar's vision and insights are unparalleled. He takes us on a discovery journey with clarity and authority. This is a fundamental book if business leaders want to survive the blockchain's upcoming whiplash."
   BRAD FELD, Managing Director, Foundry Group; best-selling author of Venture Deals

"Mougayar has written a highly authoritative book, charting new territory in our understanding of the blockchain. I strongly recommend it to executives who are leading their organizations into the future."
   John Ruffolo, CEO, OMERS Ventures

"Anyone who's been close to the blockchain realizes just how profoundly this innovation could affect almost every industry. The Business Blockchain is an important book that offers practical advice and prescriptions for getting on with creating and realizing your own blockchain vision."
   Chris Owen, Vice President, Enterprise Shared Platforms    Blockchain, TD Bank Group

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