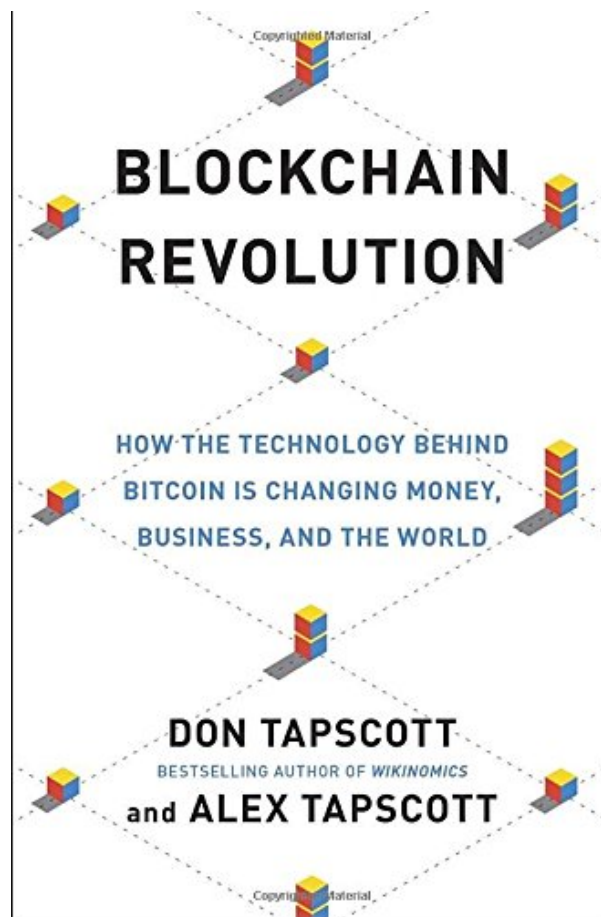
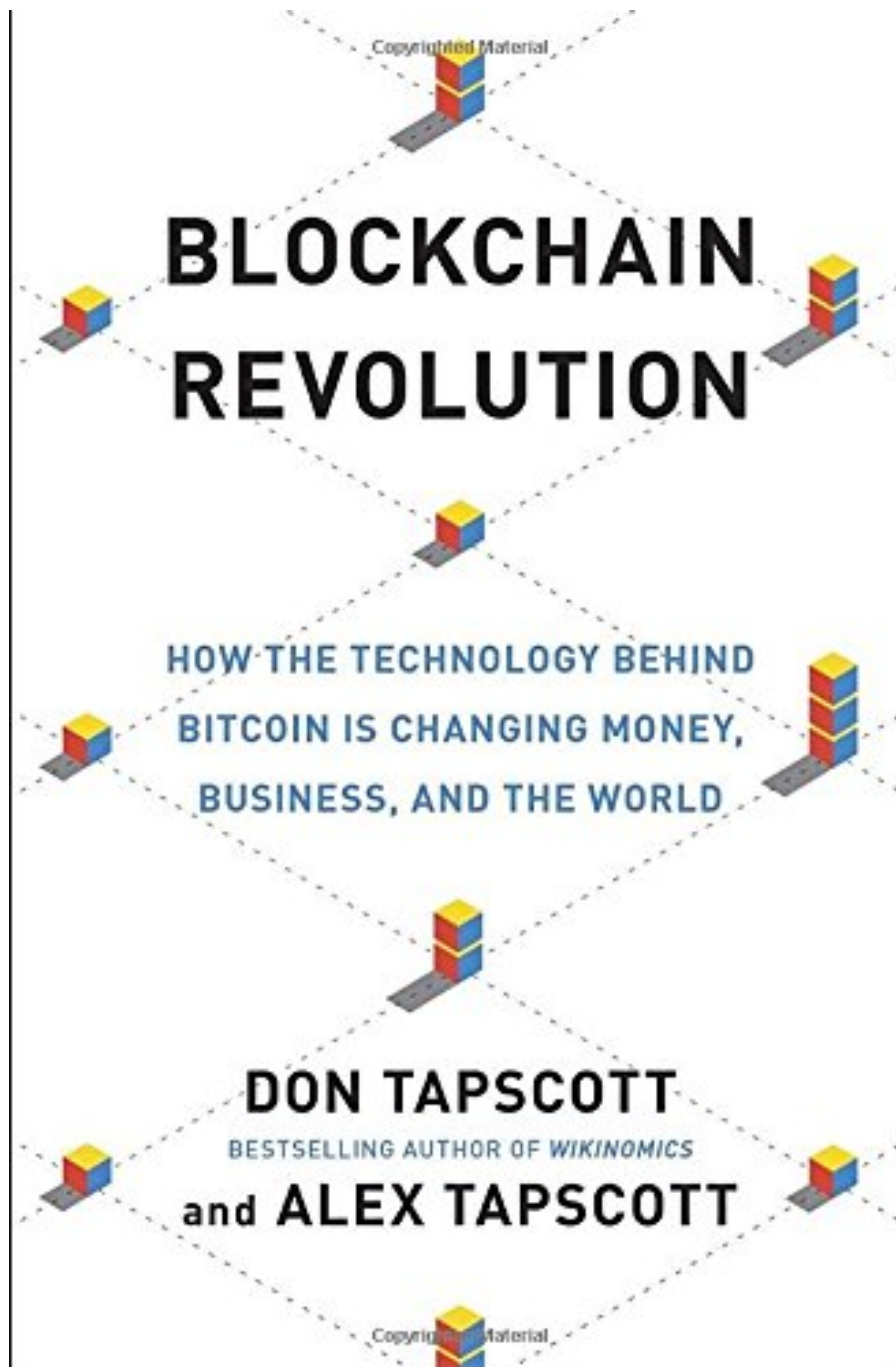


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The technology likely to have the greatest impact on the future of the world economy has arrived, and it's not self-driving cars, solar energy, or artificial intelligence.

It's called the blockchain.

The first generation of the digital revolution brought us the Internet of information. The second generation—powered by blockchain technology—is bringing us the Internet of value: a new, distributed platform that can help us reshape the world of business and transform the old order of human affairs for the better.

Blockchain is the ingeniously simple, revolutionary protocol that allows transactions to be simultaneously anonymous and secure by maintaining a tamperproof public ledger of value. Though it's the technology that drives bitcoin and other digital currencies, the underlying framework has the potential to go far beyond these and record virtually everything of value to humankind, from birth and death certificates to insurance claims and even votes.

Why should you care? Maybe you're a music lover who wants artists to make a living off their art. Or a consumer who wants to know where that hamburger meat really came from. Perhaps you're an immigrant who's sick of paying big fees to send money home to loved ones. Or an entrepreneur looking for a new platform to build a business.

And those examples are barely the tip of the iceberg. This technology is public, encrypted, and readily available for anyone to use. It's already seeing widespread adoption in a number of areas. For example, forty-two (and counting) of the world's biggest financial institutions, including Goldman Sachs, JPMorgan Chase, and Credit Suisse, have formed a consortium to investigate the blockchain for speedier and more secure transactions.

As with major paradigm shifts that preceded it, the blockchain will create winners and losers. And while opportunities abound, the risks of disruption and dislocation must not be ignored.

Don Tapscott, the bestselling author of *Wikinomics*, and his son, blockchain expert Alex Tapscott, bring us a brilliantly researched, highly readable, and utterly foundational book about the future of the modern economy. *Blockchain Revolution* is the business leaders' playbook for the next decade and beyond.

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- Published on: 2016-05-10
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- Original language: English

- Number of items: 1
- Dimensions: 9.38" h x 1.16" w x 6.25" l, 1.25 pounds
- Binding: Hardcover
- 368 pages

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#### Most helpful customer reviews

63 of 67 people found the following review helpful.

Mostly harmless

By Peter L

An interesting read, but for the most part a harried chronicling of people and trends (mostly people) in a hyper dynamic space. A lot of Nobel laureate name dropping (to which, to their credit, they admit!). Has the feel of someone trying to get a book out there to take advantage of the thirst for new insight. Some good brain candy.

Would have expected a better "primer" on how block chain actually works. Given the audience this tome appears aimed at, a few paragraphs ("How this worldwide ledger works") seems a bit under-serving - particularly for such an avowedly history-changing paradigm. Readers must understand this thing before trusting it, which for the most part is mysterious and geeky. Demystification would help move blockchain out of the comfort zone of PhD's into the realm of the mere unwashed (in which this reviewer sits). And nothing on the mystery surrounding Satoshi himself - what's up with that? Given that we're dealing with a new trust paradigm, doesn't the fact of his anonymity (existence?) not at least merit some comment?

Only part I would recommend is found at Chapter 10 "Showstopper issues"... Ironic, of course but best analysis is here!

10 of 11 people found the following review helpful.

Explains the possibilities.

By Christopher Long

Excellent, clear & concise. I found this a great discussion about the possibilities of Blockchain. It covers present applications, and then takes the reader beyond the now into the realm of possibility! All the while based in realism, some ideas may flourish, some may fail. I recommend it to anyone wanting a foundational understanding of Blockchain.

7 of 8 people found the following review helpful.

The authors explain how the blockchain could be a force for good, improving the outcomes for millions of people

By Stephen\_CY1973

The most interesting, groundbreaking book I have read in years. This has got to be one of, if not the most, authoritative books out there on the blockchain. It does not focus on technical matters and can be read by a lay person not very familiar with how blockchain technology and cryptography work. Nor is it simply about Bitcoin (blockchains are about much more than Bitcoin). Less about how it works, than about how blockchain technology has the potential to transform the spheres of commerce, finance, management, public administration, politics, government and society in general (not to mention other applications). Must surely be compulsory reading for anyone wishing to explore how to create and exchange value, devise new business models and futureproofing in this age of information and big data. It is not however a book targeted only at e-commerce or financial services people. The authors explain how the blockchain could be a force for good, improving the outcomes for millions of people, particularly those in developing countries who are currently excluded from the financial system and the formal economy. They remind us of course that as with any other technology the blockchain is 'neutral', in that it is not inherently a 'good' or a 'bad' thing; it depends on how people choose to deploy it.

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