

How To Market Your ICO: Learn The Marketing Building Blocks Of How To Create An Authentic, Robust Fanbase Ahead Of Your Initial Coin Offering (ICO) Or Token Sale (ICO Marketing Book 1)

This volume contains fourteen articles split across four parts, exploring the debate around the topics of fintech, AI, blockchain, and cryptocurrency. Featuring a cast of global contributors, this is an unmissable volume exploring the most current research on digital innovation in the financial and business worlds. Learn the skills to get in on the crypto craze The world of cryptocurrency includes some of the coolest technologies and most lucrative investments available today. And you can jump right into the middle of the action with Cryptocurrency All-in-One For Dummies, a collection of simple and straightforward resources that will get you up to speed on cryptocurrency investing and mining, blockchain, Bitcoin, and Ethereum. Stop scouring a million different places on the web and settle in with this one-stop compilation of up-to-date and reliable info on what's been called the "21st century gold rush." So, whether you're just looking for some fundamental knowledge about how cryptocurrency works, or you're ready to put some money into the markets, you'll find what you need in one of the five specially curated resources included in this book. Cryptocurrency All-in-One For Dummies will help you: Gain an understanding of how cryptocurrency works and the blockchain technologies that power cryptocurrency Find out if you're ready to invest in the cryptocurrency market and how to make smart decisions with your cash Build a cryptocurrency mining rig out of optimized and specifically chosen computing hardware Dive into the details of leading cryptocurrencies like Bitcoin and Ethereum Perfect for anyone curious and excited about the potential that's been unlocked by the latest in cryptocurrency tech, this book will give you the foundation you need to become a savvy cryptocurrency consumer, investor, or miner before you know it.

How to Market Your ICO Learn how to build your initial fan base for your ICO or crowdfunding event. Crowd Builder Ico White Paper Writing Step by Step Guide to Write a Perfect Ico White Paper

ICO INVESTING Grab this GREAT physical book now at a limited time discounted price! Have you been wondering about the exciting world of cryptocurrency and looking for a way to get a piece of the action? Trading these currencies can be lucrative but keeping up with market fluctuations, transaction costs, and so on can be very difficult. Which currencies are worth investing in? How do you know? The truth is that trading cryptocurrency is not for the faint of heart and requires a lot of expertise in the area. It's true that you could stand to gain a lot of money, but you could lose it just as quickly. If only there were a better way of getting in on the ground floor of the crypto market. There is. Instead of trying to figure out when the best time to buy and sell currency is, you can put your investment to good use, support a project that you believe in, and stand to make a killing as well. Initial Coin Offerings are an excellent way to dip your toes in the water. Get in as early as possible and, if you have chosen correctly, you will be laughing all the way to the bank in a few months or years when the project is complete. The key is in choosing the right ICO to invest in and that requires some specialist knowledge. Some projects sound great on paper but are difficult to execute, some ICOs never reach their full potential because they are unable to attract enough investors, and some are out and out scams. Very few ICOs move on to achieve meteoric success. How do you choose a project with the best chance of success? I am not going to lie to you - there is no two-step formula to see whether the project is a good investment or not. You are going to have to do your research carefully, ahead of time, but the rewards are well worth the effort. Choose the right ICO, and you could be set up for life. And here's a secret, it's not that hard to choose the right ICO if you are willing to put in the effort upfront.

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In this book, I am going to teach you how you can make the right investment decisions. I will show you how to look at the ICO from every angle you can think of - from the team behind it to the potential pitfalls of the investment. By the time you are finished here, you will know as much, if not more about the ICO than the team itself and will be poised to make the right decision. In this book, we go through how to find ICOs to invest in, how to vet them properly, how to work out what their potential for growth is and how to know whether they are on the right track, all so that you can make your investments with complete confidence. There is no such thing as a sure thing in the world of ICOs, but this book will help you find the closest thing possible. Are you ready to make some money? Here Is What You'll Learn About... Introduction To ICOs The Advantages And Disadvantages Of Investing In ICOs What Makes For A Great ICO? What Do ICO Scams Look Like? How Do I Know That The White paper Is Any Good? How To Evaluate The ICO's Market Projections And Competitor Analyses Evaluating The Business Model Technical Aspects Of Investing Keeping Yourself Safe From Fraudsters Your Cheat Sheet Of Sites Much, much more! Order your copy of this fantastic book today!

Published Monthly in the Interests of Swine Raising

How to Market Your ICO

Fintech Founders

An Essential Guide to Cryptocurrency

ledger

Inspiring Tales from the Entrepreneurs that are Changing Finance

Direct and Digital Marketing in Practice

Software Business

This book is the first to present the state of the art and provide technical focus on the latest advances in the foundations of blockchain systems. It is a collaborative work between specialists in cryptography, distributed systems, formal languages, and economics, and addresses hot topics in blockchains from a theoretical perspective: cryptographic primitives, consensus, formalization of blockchain properties, game theory applied to blockchains, and economical issues. This book reflects the expertise of the various authors, and is intended to benefit researchers, students, and engineers who seek an understanding of the theoretical foundations of blockchains.

This open access book constitutes the proceedings of the 19th International Conference on Agile Software Development, XP 2018, held in Porto, Portugal, in May 2018. XP is the premier agile software development conference combining research and practice, and XP 2018 provided a playful and informal environment to learn and trigger discussions around its main theme - make, inspect, adapt. The 21 papers presented in this volume were carefully reviewed and selected from 62 submissions. They were organized in topical sections named: agile requirements; agile testing; agile transformation; scaling agile; human-centric agile; and continuous experimentation.

Looking for the investment? Planning to organize an ICO? Want to learn how to Launch an Initial Coin Offering? Thinking of how to issue Tokens, develop Smart Contracts, register a Company, set KYC/AML, promote ICO campaign & collect finds? This Book will help you organize your ICO from A to Z.ICO (Initial coin/token offering) is a new crowdfunding mechanism for

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startups, allowing projects at an early stage to collect the necessary funds in a short period of time. Today, ICO is Low-Cost Growth Funding and it is the most convenient tool for attracting investments, including due to the lack of legal regulation and supervision. ICO is not just money. In addition to development funds, the young company receives a community of loyal users who can test new products and support the project in the market. But despite the apparent simplicity, a successful ICO is a complex process, which must be carefully prepared. During the book, you will learn how to prepare, launch, and promote ICO, understand the specifics of smart contracts and types of digital tokens, get acquainted with technical tools for releasing tokens, and learn how to place tokens on crypto-exchange exchanges and how to collect funds and raise capital.

You've come to the right place! This is a 3-book bundle. Book 1: The bitcoin buzz has actually exploded and it's still an excellent chance to invest in or purchase cryptocurrencies. For how long it will last, no one understands. However, if you understand what you're doing, you can absolutely increase your earnings. This book exists to direct you to make the right choices. It focuses particularly on the business side of it, and whether you can make a return on a financial investment. Book 2: Individuals have actually been discussing it for a while now. They used to state that it's a fraud, it's for geeks, or it will vanish in a year or more. Well, now a few of those doubters have actually signed up with the mining and trading game themselves. And the unfortunate thing is: Many individuals point out all the get-rich-quick elements of a routine discussion, however none of those gossipers have the mind to do something about it and begin reading more about it. That's due to the fact that they do not understand how to do it. If you invest, you constantly need more understanding, otherwise you're simply throwing your cash at the wall. So, to assist you on your journey to comprehend the increase of this phenomenon, this book has been created. Book 3: Bitcoin has actually made many individuals abundant. Still, a few of those very individuals encourage you not to purchase bitcoin. A few of them have important recommendations. Others just share their stories and let you draw your own conclusions. What is a secret they share? Did they simply get in at the correct time, or is it still possible to do the exact same thing later? Why, if it is such a great chance, isn't everybody doing it? Well, the truth is, some are, but it makes you wonder... are the others merely scared, or is there really more to it?

American Swineherd

Predicting the Future of Blockchain Cryptos and Altcoins

The Crypto Shift of Blockchains, ICOs, and Tokens

Cryptocurrency Trading and Investing

Bitcoin Investing for Beginners

Inclusive FinTech

An Analysis of the Insurance and Financial Industries in the EU

The Evolution of Bitcoin and the Crypto Currency Marketplace

This book constitutes the refereed proceedings of the 10th International Conference on Software Business, ICSOB 2019, held in

Jyväskylä, Finland, in November 2019. On the occasion of its tenth anniversary the conference theme this year was "The First Decade and Beyond" and focused on the development during the past decade, addressing the future of software-intensive business as well as studies on new and emerging ideas. The 18 full papers and 10 short papers presented together with 3 invited talks, 6 emerging research papers and a tutorial were carefully reviewed and selected from 52 submissions. They are organized in the following topical sections: software ecosystems; management of software products; continual improvement and product development; impacts of digitalization; software business education; software startups and digital business.

In the context of the continuous advance of information technologies and biomedicine, and of the creation of economic blocs, this work analyzes the role that data protection plays in the integration of markets. It puts special emphasis on financial and insurance services. Further, it identifies the differences in the data protection systems of EU member states and examines the development of common standards and principles of data protection that could help build a data protection model for Mercosur. Divided into four parts, the book starts out with a discussion of the evolution of the right to privacy, focusing on the last few decades, and taking into account the development of new technologies. The second part discusses the interaction between data protection and specific industries that serve as case studies: insurance, banking and credit reporting. The focus of this part is on generalization and discrimination, adverse selection and the processing of sensitive and genetic data. The third part of the book presents an analysis of the legislation of three EU Member States (France, Italy and UK). Specific elements of analysis that are compared are the concepts of personal and anonymous data, data protection principles, the role of the data protection authorities, the role of the data protection officer, data subjects' rights, the processing of sensitive data, the processing of genetic data and the experience of the case studies in processing data. The book concludes with the proposal of a model for data protection that could be adopted by Mercosur, taking into account the different levels of data protection that exist in its member states.

Digitalization has created a frenzy in today's technologically driven world. The blockchain is going like hot cakes that has a lot to offer in the field of digitalization, even though it has not been much time since blockchain technology was introduced to the business world. The way we view cryptocurrency, there is no surprise how the blockchain revolution has engulfed the entire technological and business spectrum. It seems talk about blockchain and cryptocurrency has increased since the last few years. It doesn't matter which industry or business you operate, very soon blockchain technology will affect the entire business landscape. It is important to understand where blockchain is going and how it will help industries and business. Businesses used to face a lot of trouble in the past as far as funding was concerned. Perhaps the biggest impact of ICOs on the business scene is the way in which startups can now be funded. A remarkable and significant shift can be seen from IPOs and other more traditional venture capital models to the innovative ICO model. This gives way to liquidity and growth capital, with a shift of focus from equity holders to token holders. ICOs are effective in fundraising efforts, considering entrepreneurs can just go straight to people like us and convince them to invest in their

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ideas and concepts. This book is a how-to guide for Blockchain Advisors, Blockchain Strategists and Business Owners who are looking to understand what is required to take their Blockchain idea to the market so that they can acquire funding from the investors or how to adopt this technology into their existing business to attract more investors. Also, this book is NOT a technical How-To Guide on which blockchain technology is best for your business. This book is written to provide you step-by-step guide on what is required for you to be successful in your own ICO process and raise funds. I have reviewed hundreds of ICOs in the last 2 years and found a very specific pattern which makes an ICO super successful and not so successful. This book highlights all those distinctions which you can use and apply in your own business to ensure you have all that it takes to be successful.

This book unravels how to leverage bitcoin, cryptocurrency and blockchain to make tiny changes in your life and business that will ultimately make a massive difference to your lifestyle, and change the world. Discover how you, too, can make blockchain simple and easy to use so you can finally have access to financial freedom and an enviable lifestyle. This book is the ultimate step-by-step guide that shows you how to leverage the wheel of financial empowerment in order to capitalise on your finances.

Agile Processes in Software Engineering and Extreme Programming

Ico

Emerging Computing Paradigms

The Pig Book

Learn Ethereum

Beyond Bitcoin Investing

The Ultimate Guide to Investing in Icos, Ico Investing, Initial Coin Offering, Cryptocurrency Investing, Investing in Cryptocurrency

White Papers For Dummies

Cryptocurrency market has been growing fast since its emergence in recent years. Moreover, digital finance has forged the convergence of profit motives with social objectives creating a class of large FinTech companies. In addition, the underlying technology innovation may be applied to a wide range of industries, not limited to financial sector. Yet, few researches have been done to study these phenomena. Hence, it is the task of this book to shed light on the introduction and trends in FinTech, blockchain and token sales. Richly illustrated with original lecture slides taught by the authors, Inclusive FinTech: Blockchain, Cryptocurrency and ICO hopes to dispel the many misconceptions about blockchain and cryptocurrencies (especially bitcoin, Initial Crypto-Token Offering or ICO), as well as the idea that businesses can be sustainable without a social dimension going forward. With comprehensive coverage given to the FinTech scene in Asia, it is targeted at those who are searching for business opportunities. Most important of all, this book seeks to change the mindset of a whole new generation that is familiar with digital economy and yearns for a more just and equitable world.

The accessible, non-technical guide to applying and benefiting from blockchain technology. Blockchain has grown at an enormous rate in a very short period of time. In a business context, blockchain can level the playing field between small and large organisations in several ways: Exact copies of the immutable, time-stamped data is held by all parties, all transactions can be viewed in real time, data blocks are cryptographically linked, all raw materials are traceable and smart contracts ensure no middle-men, ease of audit and reduced friction. The trust, transparency, security, quality and reduced costs of blockchain make it a game-changing technology that crosses sectors, industries and borders with ease. Even though the technologies are ready for adoption, businesses remain largely unaware of their full potential and effective implementation. End users require accurate and up-to-date information on the practical applications of blockchain — Commercializing Blockchain provides it. A practical and easy-to-understand guide to blockchain, this timely book illustrates how this revolutionary technology can be used to transform governments, businesses, enterprises and entire communities. The author draws from his experience with global retailers, global technology companies, UCL Centre for Blockchain technologies, the government of the UK, Retail Blockchain Consortium and many other sources to present real-world case studies on the use and benefits of blockchain. Topics include financial transactions, tokenisation, identity management, supply chain transparency, global shipping and freight, counterfeiting and more. Provides practical guidance for blockchain transactions in business operations Demonstrates how blockchain can add value and bring increased efficiency to commercial operations Covers all of the essential components of blockchain such as traceability, provenance, certification and authentication Requires no technical expertise to embrace blockchain strategies Commercializing Blockchain: Strategic Applications in the Real World is ideal for enterprises seeking to develop and deploy blockchain technology, particularly in areas retail, supply chain and consumer goods.

2nd Edition - Updated as of 15th June 2018. The 2nd edition of "Cryptocurrency Trading & Investing for Beginners" has been revised and thoroughly updated to reflect the latest cryptocurrency market changes. Including a new in-depth process for 'researching profitable coins, tokens, and ICO investing' and an entirely new chapter on ICO investing, airdrops, cryptocurrency taxes and more! If you're new to Bitcoin, the blockchain, have zero technical knowledge and trading experience in cryptocurrencies - then this book is for you. It's the beginner's guide to buying, trading and investing in Bitcoin, Ethereum, altcoins and Initial Coin Offering (ICOs) for PROFIT and in plain English. Having been an ex-investment advisor at UBS, combined with 7 years experience in equities trading, portfolio management and now cryptocurrency trading - this book breaks down highly technical information in Bitcoin, blockchain and cryptocurrency investing in an easy to understand, logical and step-by-step manner. Here's exactly what you're going to learn in this book: - What cryptocurrencies are, what is the blockchain and how it works in plain English! - The different types of Bitcoin and altcoin wallets and what my top picks for security are. - How to

set up a variety of wallets and video tutorials from the crypto community. - The types of coins and tokens on the market and how they differ. - How to buy your first Bitcoin or Ethereum easily online. - Step-by-step tutorials on how to buy Bitcoin on exchanges like Coinbase, Bitstamp and LocalBitcoin with screenshots. - The foundations of trading cryptocurrencies and technical jargon that every new trader must know. - Step-by-step tutorials on how to trade altcoins on Bittrex, Binance and Poloniex like a pro with screenshots to guide you. - How to margin trade and short cryptocurrencies on Poloniex with screenshots to guide you. - A simple crypto trading plan that you can utilize to profit from market swings and even day trading. - An easy and simplified approach to building a diversified cryptocurrency portfolio for profit and long-term growth. - Step-by-step process to research profitable coins and tokens properly before you invest any money. - How to invest in profitable ICOs and step-by-step instructions on how to participate in an ICO using a MetaMask Ether wallet. - How to read price charts using technical analysis and trade the cryptocurrency market and more! FREE Printable Companion Workbook: You'll want to get your hands on my NEW "Researching profitable coins and tokens checklist" and "ICO investing checklist." These workbooks which goes into more detail and gives exact, step-by-step plans to follow. Learn how to get access to them when you buy the book. Click on the buy button now and get CRYPTOCURRENCY TRADING & INVESTING - The Beginner's guide in learning Bitcoin, Blockchain, Wallets, Crypto Exchanges, Simple Crypto Trading Plans, Building a Growth Portfolio In Cryptocurrencies & Reading Crypto Charts Using Technical Analysis now!

The Event of Art presents, in fifty-two modular chapters and over eight hundred pages and images, the works of artist Marc Lafia. The book interweaves essays, notes, photographic archives, and a host of exhibitions wherein Lafia traverses his wide body of work and examines how his early strategies of cultural reading of photography and film, of interface, network culture, and social media, transform into an investigation of materiality itself. If his interest was once the way media becomes the message, his interest later becomes the realm of the sensible and the sensate in themselves. Here he presents art as the medium itself, giving us wide permission to explore and examine our deepest feelings and senses, our world and its becoming. The book is introduced by two essays. The first is by curator and art dealer Mathieu Borysevicz, where he recounts meeting Lafia at his first artist residency, and the many projects they would go on to do together. He introduces Lafia's interest in recording as it becomes digital and computational where "recording is not only memory, and a data structure, but a permutational instrument and ever-changing horizon of iterations." The other introductory essay is by critic Daniel Coffeen, who writes, "while Lafia may not have a traditional medium - there is no such thing anymore - he does in fact have one consistent medium: imaging making itself, its apparati of creation, consumption, and circulation. In fact Lafia's medium is the discourse of art - what it is, how it comes to be, how we experience it." The Event of Art presents the work of art as a complex material and societal event. The event is multiple, a continual becoming of perception, being, materiality, participation, a coming to the senses and the making, shaping and opening

to them, not only of one's self, but the world becoming.

An A-Z Guide on How to Take Your Blockchain Idea to the Market

Principles of Blockchain Systems

The Fairshare Model

Generate Financial Freedom And Change The World With Blockchain, Bitcoin And Cryptocurrency

Principles, Advances and Applications

Learn how to build your initial fan base for your ICO or crowdfunding event.

19th International Conference, XP 2018, Porto, Portugal, May 21–25, 2018, Proceedings

Cryptocurrency, Bitcoin, ICO, blockchain, mining... When hearing those words just a couple of years back, people used to say: It's a scam, financial bubble IThere is no point in investing, the price is too low INo country will ever recognize cryptocurrency IIIt's an obvious pyramid scheme IIIt's a sort of amusement for nerds IIIt's not serious, it will collapse in a couple of years. Until recently, cryptocurrency had been viewed as a sort of amusement for a handful of the chosen who bought and sold something and believed that a new currency would make a hit one day! You surely were also among those people who did not take Bitcoin and cryptocurrency seriously, but the current events gag even the biggest skeptics. Current Bitcoin price is 6,644\$* The price of the most popular cryptocurrency repeatedly breaks all the unthinkable records. Capitalization is about \$120 billion World recognition The world's largest economies - India and Japan - recognized Bitcoin as the official currency. The US authorities recognized cryptocurrency as the asset. And this is just the beginning. Mining on an industrial scale The cryptocurrency market is extremely fast-changing, and it is almost impossible to monitor the situation and make the right decisions on your own. Most people have no proper experience, time and money for that. My book gives basic yet quite extensive information for those people who do not chase a rainbow but want to build a long-term profitable business in one of the cryptocurrency areas: from mining to investing. So, this book is not about: Illegal ways of making money Praising cryptocurrency and urging you to invest in it to the last penny Fraud techniques and making a fast buck Boring and pointless theory Ways to earn millions without investments and risks This book will help you get to learn the following: Which way of making money in cryptocurrency market suits you best. Where should you start if you have just \$500. What information about cryptocurrency the experts withhold (Take the rose-colored glasses off!). How to elaborate a personal strategy, set up your own cryptocurrency business and earn your first \$3,000-10,000 as early as 2018. I can also guarantee that you: Puzzle out the main present-day currency trend even if you are clueless about economics, finance and technology. Understand whether you really want to invest in cryptocurrency (perhaps, this type of business doesn't suit you at all and you will save your time) Get to learn how to check the risks and not to invest in the first available currency Having considered my experience, protect yourself from possible failures and pouring money down the drain which will inevitably happen if you go it blind. Thus, my goal is fairly simple: help you set up and develop business in one

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of the cryptocurrency areas. Find out 7 cryptocurrency investment strategies + 2 perfect strategies today! It is definitely Amazon Great Deal: You can read on your PC, Mac, smartphone, tablet or Kindle device.

A fast and easy way to write winning white papers! Whether you're a marketing manager seeking to use whitepapers to promote your business, or a copywriter keen to break into this well-paying field, *White Papers For Dummies* gives you a wealth of practical, hands-on advice from one of the world's leading experts in the field. The fact-based documents known as white papers have been called the "king of content." No other B2B marketing piece can do more to generate leads, nurture prospects, and build mindshare. Where white papers were once used only by technology firms, they are becoming "must-have" items in the marketing toolkit for almost any B2B firm. Practically every startup must produce a white paper as part of its business planning. But writing effective white papers is a big challenge. Now you can benefit from the experience of a white paper specialist who's done more than 200 projects for clients from Silicon Valley to Finland, from mighty Google to tiny startups. Author Gordon Graham—also known as *That White Paper Guy*—provides dozens of tips and tricks to help your project come together faster and easier. *White Papers For Dummies* will help you to: Quickly determine if your B2B firm could benefit from a whitepaper Master the three phases of every white paper project: planning, production, and promotion Understand when and how to use the three main types of whitepaper Decide which elements to include and which to leave out Learn the best practices of seasoned white paper researchers and writers Choose from 40 different promotional tactics to get the word out Avoid common mistakes that many beginners make

The Fairshare Model is an idea for a performance-based capital structure that redefines capitalism at the DNA level, where ownership interests are set. When used to raise venture capital via an IPO, it balances and aligns the interests of investors and employees--capital and labor. Author Karl Sjogren utilizes highly approachable language, humor, and analogies, along with insights about capital markets. The result is an eclectic, yet inviting discussion that might occur in a graduate-level symposium on economics, finance, and philosophy. This groundbreaking book focuses on startup valuations--microeconomics. But it also considers the macroeconomic implications of the Fairshare Model for economic growth, income inequality, and shared stakeholding, as well as game theory and financing of blockchain projects. The Fairshare Model has two classes of stock--both vote but only one is tradable. --Investors get the tradable stock. Employees get it too, for actual performance. --For future performance, employees get the non-tradable stock; it converts to the tradable stock based on milestones. With this structure, public investors are more likely to profit when they invest in a company with high failure risk--because they have less valuation risk. By offering a better form of capitalism, *The Fairshare Model* is a movement book for our times.

Cryptocurrency is now the investment choice for anyone thanks to its high returns. Bitcoin, Ethereum, Ripple, Cardano, and other crypto coins provide more than 200% returns over a year for investors. Many cryptocurrency investors are usually inclined towards Bitcoin due to its popularity. However, different alternative coins can make you successful and can help you create financial stability. This book acts as a guide for investors looking forward to investing in cryptocurrencies other than Bitcoin.

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This book will also help beginners understand Bitcoin and the concept of blockchain to help make their efficient financial decisions. Alternative cryptocurrencies are the future of the investing world, and with an increase in decentralized applications, the popularity of these cryptocurrencies will likely increase. What are you going to learn in this book? Understanding different financial instruments Blockchain and Bitcoin in simple words Different trading strategies for a cryptocurrency investor Detailed fundamental analysis to judge the value of an asset Understanding Ethereum and smart contracts Cardano and Polkadot The future of cryptocurrency Ten cryptocurrencies that are in the early stages Non-fungible tokens Initial coin offering Risks for a crypto investor And a lot more. What are you waiting for? This is the book that can help you understand the blockchain ecosystem in detail. Click on the Buy button and enter the world of cryptocurrency.

The Protectionist

Bitcoin

FOREX TRADING FOR BEGINNERS - 3 Books in 1 The Best Strategies and Tactics to Make Money, Day Trade to Make a Living, Master Crypto Investing, Plus the Ultimate Money Management Guide

The Future of Money

Distributed Creativity

Crypto Uncovered

Cryptocurrency Investing For Dummies

The Complete Guide to Prepare Your Startup for Launching Successful Initial Coin Offering, Raising Venture and Cryptocurrency Capital

This book is a One-Stop-Shop for Crypto Enthusiasts and even for the people who are curiously seeking knowledge about the Crypto world. This book is purely based on the Author's research and experience in the Crypto market, the agenda of this book is to promote knowledge in the field of Crypto technology and what it is actually based on. Rather than approaching it as a gambling market, this book will help you to invest your thoughts in the Technology and the Revolution which the crypto world is setting for our future. The author has explained, "Who was the mystery man, SATOSHI NAKAMOTO?", "Why was BITCOIN Created?", "What is DOGECOIN?", "How can one start their own Cryptocurrency?", "Opinion of the Global Personalities on Cryptocurrency", "Is it a SCAM?". To make the understanding of the purpose of Cryptocurrency better, the author has explained the concept of money and how it became so valuable. This book talks about the Blockchain technology, which the author thinks will revolutionize the Digital transactions of the world, as it has untapped potential and a lot to experiment with.

This book discusses various aspects of blockchains in economic systems and investment strategies in crypto markets. It first addresses the topic from a conceptual and theoretical point of view, and then analyzes it from an assessment and investment angle. Further, it examines the opportunities and limitations of the taxation of crypto currency, as well as the political implications, such as regulation of speculation with crypto currencies. The book is intended for academicians and students in the fields of economics and finance.

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ledger: Discussing the blockchain startup ecosystem and how entrepreneurs around the world can leverage the power of decentralized finance to start and/or grow their businesses. There is a school of thought out there among some of the greatest minds of our generation. Well, an observation, actually. And it goes something like this: The true measure, the level of sophistication of any civilization - both past and present - can be processed and understood by analyzing the tools said group of people build/built to make their lives better. Today, archeologists and scientists around the world still cannot explain The Great Pyramid of Giza. There are still many, many unanswered questions pertaining to how the ancient Mayans were so far advanced in the areas of architecture, mathematics, and their famous logosyllabic scrip. It is said that we humans have logged more gains in terms of our advancements in technology in the last 50 years than we did in any other preceding period of time. We have gone from lobotomizing our afflicted as recent as the 1930s, to today's A. I -guided (virtually error-free) Neurosurgery methods, systems, and processes. The point being, we have come a long way as a species in a relatively short period of time. There are various theories as to how and why. I will not go into that at this time. I will say though, that our hunger for "more" has served us pretty well. Our desire to make our lives easier and to be connected to one another have led to a lot of the strides we have made in the area of technology over the last decade or so. We invented the (commercial) internet in 1983 and have not looked back since. I feel that we are on the precipice of yet another (equally) important iteration of our connection-desiring existence. I have a feeling that the invention of blockchain technology has, and will continue to be one of the most important steps we take forward in our quest, no, destiny to becoming a type three civilization. In Ledger, I try to talk about various observations I have made as a non-technical person and entrepreneur as it relates to blockchain technology, digital assets, and much more. I try to make the case for why, despite the accompanying controversy, I think enterprising young men and women around the world ought to look into ways in which some of these aforementioned tools can be harnessed to build products and services of great intrinsic value.

Are you looking for the ultimate guide for learning how bitcoin and cryptocurrencies work? In this 3 books in 1 edition, Simon Jordan will teach you the basics of investment and how to make money with stocks, forex, options and bitcoin trading. In the first book, Dividend Investing for Beginners, you will learn what dividends are and how to pick the right stocks to make money in the long run. A dividend is part of the earnings of a given company, bond or ETFs that is distributed to investors on a given date. Isn't it awesome? Obviously the strategy to exploit this money machine is a bit more complex and you have to stay alert in order to avoid common traps and issues along the road. In Dividend Investing Comprehensive guide you can learn: How to invest in stock market How to pick winning stocks How to create a portfolio with dividend stocks Common mistakes when approaching dividend investing How generate a passive income In the second book, Forex for Beginners, you will learn the basics of Forex and how to generate money leveraging the swings in currencies' values. If you are looking for a way to make money online with trading, forex trading might be the job for you, as long as you have some basic qualities. If you want to gamble, just go playing roulette or slot machines at the casino. If you are instead willing to study and dedicate time and effort to learn forex secrets, this manual is for you. In Forex for Beginners you will learn: How Forex's market works Best brokers to trade currencies 10 advice to make money with forex In the third book, Bitcoin For Beginners, you will (finally!) understand how blockchain works and the real value of the bitcoin, both as an idea and as a currency in everyday's life. In Bitcoin Understand Cryptocurrency and Blockchain you will learn: What the blockchain is, how the blockchain works and which implications and further developments it can and will have. Will it be a world

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wide adopted standard? Will the society base every kind of transaction on the blockchain? Is it something already in use for multiple goals (spoiler: yes!)? Let's talk about bitcoin what a bitcoin is? Is this a plausible "digital gold" for real? Is it too late to invest in bitcoin and would it make sense? All these questions will be answered and you will learn basics for buying, selling, trading and storing bitcoins in your wallet. Cryptocurrencies in general are altcoins something real? ICO has been mostly a bust, but is there any value in the altcoins world? Does it make sense to invest in altcoins such as Ethereum, Tezos, VeChain? Bottom line: is there a real project behind the face market value? Mining can you dig digital gold out of your GPU? As weird as it seems, you might. The point is whether is this profitable and, mostly, how does it work from a technical point of view Trading bitcoins and cryptos where exchange coins, how to buy them, best platforms for cryptocurrencies and how day trade and make money with bitcoins and altcoins. All these questions will be answered and the goal of Simon Jordan in this book is to leave you a full understanding of the bitcoins, crypto and blockchain world. Are you ready to embrace change and be a pioneer in a new fast developing world? Scroll up, click on buy it now and get your copy today!

10th International Conference, ICSOB 2019, Jyväskylä, Finland, November 18–20, 2019, Proceedings

Disruptive Innovation in Business and Finance in the Digital World

Blockchain Economics and Financial Market Innovation

Strategic Applications in the Real World

Launch an ICO and Token Crowdsale

Cryptomania

Cryptocurrency All-in-One For Dummies

Your Complete Step-by-Step Game Plan for Massive Long-Term Profits in the World's Fastest Growing Market

The ultimate guide to the world of cryptocurrencies! While the cryptocurrency market is known for its volatility—and this volatility is often linked to the ever-changing regulatory environment of the industry—the entire cryptocurrency market is expected to reach a total value of \$1 trillion this year. If you want to get in on the action, this book shows you how. Cryptocurrency Investing For Dummies offers trusted guidance on how to make money trading and investing in the top 200 digital currencies, no matter what the market sentiment. You'll find out how to navigate the new digital finance landscape and choose the right cryptocurrency for different situations with the help of real-world examples that show you how to maximize your cryptocurrency wallet. Understand how the cryptocurrency market works Find best practices for choosing the right cryptocurrency Explore new financial opportunities Choose the right platforms to make the best investments This book explores the hot topics and market moving events affecting cryptocurrency prices and shows you how to develop the smartest investment strategies based on your unique risk tolerance.

Blockchain technology may have first emerged with bitcoin but its significance extends far beyond the financial sector: it is ushering in a whole new techno-economic paradigm. This book provides the first critical, in-depth examination of blockchain 's transformative impact on the creative industries, including music, media, art and gaming. Drawing on interviews with 10 leading start-ups and a comprehensive review of the literature, the author examines blockchain 's impact on business models, addresses the barriers and risks, and concludes with policy

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recommendations that will help unlock value in the UK ' s creative economy.

If you were born before 1990, this may be the most valuable financial message you ever read... Something incredible is happening right now... An entirely new asset class is being created... One that is making more people rich than any other financial market. For example... If you had invested just \$100 in Bitcoin on January 1st 2017, you ' d have \$1004 today - not bad right? What about if you ' d also put \$100 into Ethereum on the same day? Well you ' d have over \$8,500. Let ' s do one more. \$100 in Ripple on January 1st 2017 would be worth a staggering \$14,300 today. That ' s over a \$20,000 return from a \$300 investment. Or over \$200,000 if you ' d put in \$3,000. A life changing amount of money. You won ' t find these kinds of returns in the stock market. Or any other financial market. And this is just the beginning. Now we ' re seeing real world adoption from leading financiers to governments to investment banks. And what you may not know is, private investments in blockchain companies have increased by 800% in the past 12 months. Cryptocurrency is moving beyond a speculation, and into a fully fledged asset class. In this book you ' ll discover: How you can buy your first Bitcoin, Ethereum or Litecoin in under 15 minutes, with nearly no technical knowledge. If you ' ve ever bought anything online, you can buy cryptocurrency An easy way to save up to \$20 per transaction (this " no-brainer " strategy is almost always overlooked by new investors) What Bitcoin futures really mean for the market How to invest in cryptocurrencies tax free A coin that pays you for your unused bandwidth (a fantastic passive income opportunity) Secrets learned from a 6 figure a year penny stock trader which are directly applicable to trading cryptocurrency The " trading suicide " moves that unsuccessful traders do every day (including a subtle, yet deadly psychological mistake losing traders almost always make) How to invest in publicly traded blockchain companies, using your regular brokerage account A coin with transaction fees of a fraction of a penny and just partnered with a Fortune 500 company. This one is poised for a big 2018. 5 golden rules to help you protect your investment ...and much, much more. Plus 2 free bonuses inside. This blockbuster bundle contains 4 books jam packed with all the information you need to profit big time from cryptocurrency. Plus crucial tips about protecting your investment and minimizing volatility. But you must act fast. Because with more and more adoption, comes higher prices. You don ' t want this to be another " if only I ' d invested back then... " moment So if you don ' t want to miss out on the fastest growing financial market of your lifetime. An opportunity which could accelerate your retirement by 5 or even 10 years. Click " add to cart " to receive your book instantly

Crypto currency integrated BlockChain under Virtual Scalable Enterprises is a widely debated and earnestly discussed topic in the technology arena. Executives at the largest institutions are calling crypto currency fraudulent while high-level institutional banking professionals are leaving their positions to jump into crypto technology, regulation and investment opportunities as industries advance towards adoption. The narratives on these topics are diametrically opposite and polarizing on both side of the debate. While this debate has many layers from a government regulatory side to social impact to the practicality of everyday use of crypto currencies in developing markets, it is safe to assume that crypto currencies or utility tokens are more than a global phenomenon and are now becoming a working framework for optional modes of business. This book demystifies what crypto currency is, how it is used, and what it means to the consumer, investor, and the future of our global currency marketplace. By providing the historical backdrop to the market, authors Sarah Swammy, Richard Thompson, and Marvin Loh provide a clear definition of what crypto-currencies actually are, how they are being used and by whom, and the unique reasons why they have gone from back

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street to Main Street almost overnight. The book will also delve into the government ' s role in regulating this commerce medium. Lastly, the authors will look at the current global monetary policy and discuss if this type of currency phenomena was a direct result while also examining the potential risk and rewards for investors and the economy.

Step by Step Guide to Write a Perfect Ico White Paper

How Government Wastes Your Money

World-Changing Blockchain Opportunities

Cryptofinance and Mechanisms of Exchange

How the Digital Revolution Is Transforming Currencies and Finance

A Performance-Based Capital Structure for Venture-Stage Initial Public Offerings

Build your own decentralized applications with Ethereum and smart contracts

The Ultimate Guide About Blockchain, Mining, Trading, ICO, Ethereum Platform, Exchanges, Top Cryptocurrencies for Investing and Perfect Strategies to

Over 70 in-depth interviews of Fintech Founders provide lessons from some of the most successful fintech entrepreneurs help you understand the challenges and opportunities of applying technology and collaboration to solve some key problems in the financial services industry. This book is for entrepreneurs, for people working inside of large organizations and everyone in between who is interested to learn the secrets of successful entrepreneurs. In this advice-filled resource, Rubini gathers insights that comes from a diverse range of financial services niches including financing, banking, payments, wealth management, insurance, and cryptocurrencies, to help you harness the insights of thought leaders. Those working inside the financial industry and those interested in working in or starting up businesses in financial services will learn valuable lessons on how to take an idea forward, how to find the right business founders, how to seek funding, how to learn from initial mistakes, how to define and reposition your business model. Rubini also inquires into the future of fintech and uncovers provoking and surprising predictions.

Ico investing guide is very necessary if you want to succeed in the crypto world. If your white paper is not properly written, it would be difficult for your ICO project to become a success. It is just a handful of people that would be willing to invest in a project that lacks proper information on the technology and on the previous business experience of team members. That's why you need a step by step guide line on writing a white paper for your ICO. This white paper kindle edition contains detailed information to guide you as you write a white paper for you ICO investing. The number of companies embracing cryptocurrency as a form of payment is ever increasing. If you recall, Bitcoin was launched a decade ago, and since then, over 1,400 cryptocurrencies have entered the market, signifying that virtual currency is the future. This has forced more companies to embrace cryptocurrency to stay relevant in business in the near future. In addition, crypto experts predict that the impact of cryptocurrencies

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that it will threaten the current status quo, where fiat currency (government-issued currency) dominates the business isn't just a speculation; it is playing out before us already! This is why this little book was researched, written and re-edited to prepare those that will read it for the future. This little but powerful guide contains all the details you need to succeed in digital marketing, serving as a white paper writing guide. But what is a White Paper? A White Paper is a technical paper which contains all the needed information about a new cryptocurrency during ICO (Initial Coin Offering). Therefore, any company that wants to launch their cryptocurrency is expected to release a White Paper to inform investors about the inherent benefits, the roadmap and other crucial information. You surely want your ICO to be a success, don't you? It is painful to find out that potential investors are turning down your offer because of a poorly written whitepaper. Even if you have never written a white paper before, you don't need to worry as you can take this guide to serve as a white papers for dummies, taking you through the steps to craft a wonderful white paper for your ICO. I am confident that the priceless information in this book will help you in crafting the perfect white paper for your ICO. I wish you good luck as you grab your copy to write a white paper for your ICO.

Direct and Digital Marketing in Practice is the essential manual for all managers, marketers and students. Incisive and authoritative, the text has been fully updated to reflect the continuing impact and future implications of the Internet on marketing. This 4th edition is one of the only comprehensive textbooks written entirely by current practising professionals. It explains in a clear and powerful offline and online techniques available to direct marketers today. Direct and Digital Marketing in Practice covers a wide range of issues such as:

- the new marketing landscape;
- gaining customer insight;
- maximising returns on marketing investment;
- integrating traditional and digital media;
- campaign planning and budgeting;
- offline and online metrics;
- testing and evaluation;
- and · developing compelling propositions.

Direct and Digital Marketing in Practice is an ideal reference tool, presenting clear and concise explanations of key concepts with practical examples and case studies. The book ensures that each point is relevant, memorable, and made in a real-world context. Written for managers looking to expand and enhance customer reach, for MBA courses, and those taking professional qualifications, the book provides an invaluable and up-to-date guide to the best theory and practice in our increasingly digital and online age.

If you are looking for the best guide of 2020 to start making money with the Forex, this is the book for you! In this book you will find:

- FOREX TRADING Make Money Today The Ultimate Guide With The Best Secrets, Strategies And Psychological Attitudes
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- Forex - Trading Plan - Metatrader 4 and 5 - Money Management CRYPTOCURRENCY INVESTING Blockchain Revolution
- How To Become a Crypto Millionaire Investing and Trading Bitcoin, Ethereum and Other Cryptocurrencies with the Best
- Strategies in the Market - BlockChain - ICO - IEO - IPO - Digital Token - Bitcoin - Ripple - Dash - Ethereum - Libra DAY TRADING Your Millionaire Guide A Beginner's Guide To Day Trading, You'll Learn How To Make a Living and Use the Best

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Trading Tools, Money Management and Advanced Techniques to Make Money - Psychology and Mindset - Tools and Strategies - Successful Trade - 10 Mistakes to Avoid - Why Do Most Aspiring Traders Fail? - The Best Traders in the Strategies of the Greats ...and much more!!! If you do not know how to start, this collection will guide you!! You can make money, but above all, I will teach you not to lose your money! Do you want to know more? Don't wait anymore, scroll to the "buy now" button and start.

How Blockchain Technology will Transform the Creative Economy

Financial Innovations in the Digital Age

Devoted to Political Science and Industrial Progress

Tokenomics

Blockchain, Cryptocurrency and ICO

Ico White Paper Writing

3 Books in 1: Understand Blockchain, How To Invest In Bitcoin And Learn How To Make Money Online Trading Stocks And Cryptocurrencies

Market Integration Through Data Protection

The federal government wastes your tax dollars worse than a drunken sailor on shore leave. The 1984 Grace Commission uncovered that the Department of Defense spent \$640 for a toilet seat and \$436 for a hammer. Twenty years later things weren't much better. In 2004, Congress spent a record-breaking \$22.9 billion dollars of your money on 10,656 of their pork-barrel projects. The war on terror has a lot to do with the record \$413 billion in deficit spending, but it's also the result of pork over the last 18 years the likes of: - \$50 million for an indoor rain forest in Iowa - \$102 million to study screwworms which were long ago eradicated from American soil - \$273,000 to combat goth culture in Missouri - \$2.2 million to renovate the North Pole (Lucky for Santa!) - \$50,000 for a tattoo removal program in California - \$1 million for ornamental fish research Funny in some instances and jaw-droppingly stupid and wasteful in others, The Pig Book proves one thing about Capitol Hill: pork is king!

This book describes how the rapid advancement in encryption and network computing gave birth to new tools and products that have influenced the local and global economy alike. One recent and notable example is the emergence of virtual currencies (such as Bitcoin) also known as cryptocurrencies. Virtual currencies introduced a fundamental transformation that affected the way goods, services and assets are exchanged. As a result of its distributed ledgers based on blockchain, cryptocurrencies not only offer some unique advantages to the economy, investors, and consumers, but also pose considerable risks to users and challenges for regulators when fitting the new technology into the old legal framework. The core of this proposed book is to present and discuss the evidence on financial asset capabilities of virtual currencies. The contributors of this volume analyze several interesting and timely issues such as the particularities of virtual currencies and their statistical characteristics; the diversification benefits of virtual

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currencies; the behavior and dependence structure between virtual currencies and the financial markets; the economic implications of virtual currencies, their effects, their price risk, and contagion spillovers in a unified and comprehensive framework; the future of virtual currencies and their distributed ledgers technology.

*A cutting-edge look at how accelerating financial change, from the end of cash to the rise of cryptocurrencies, will transform economies for better and worse. We think we've seen financial innovation. We bank from laptops and buy coffee with the wave of a phone. But these are minor miracles compared with the dizzying experiments now underway around the globe, as businesses and governments alike embrace the possibilities of new financial technologies. As Eswar Prasad explains, the world of finance is at the threshold of major disruption that will affect corporations, bankers, states, and indeed all of us. The transformation of money will fundamentally rewrite how ordinary people live. Above all, Prasad foresees the end of physical cash. The driving force won't be phones or credit cards but rather central banks, spurred by the emergence of cryptocurrencies to develop their own, more stable digital currencies. Meanwhile, cryptocurrencies themselves will evolve unpredictably as global corporations like Facebook and Amazon join the game. The changes will be accompanied by snowballing innovations that are reshaping finance and have already begun to revolutionize how we invest, trade, insure, and manage risk. Prasad shows how these and other changes will redefine the very concept of money, unbundling its traditional functions as a unit of account, medium of exchange, and store of value. The promise lies in greater efficiency and flexibility, increased sensitivity to the needs of diverse consumers, and improved market access for the unbanked. The risk is instability, lack of accountability, and erosion of privacy. A lucid, visionary work, *The Future of Money* shows how to maximize the best and guard against the worst of what is to come.*

*EMERGING COMPUTING PARADIGMS A holistic overview of major new computing paradigms of the 21st Century In *Emerging Computing Paradigms: Principles, Advances and Applications*, international scholars offer a compendium of essential knowledge on new promising computing paradigms. The book examines the characteristics and features of emerging computing technologies and provides insight into recent technological developments and their potential real-world applications that promise to shape the future. This book is a useful resource for all those who wish to quickly grasp new concepts of, and insights on, emerging computer paradigms and pursue further research or innovate new novel applications harnessing these concepts. Key Features Presents a comprehensive coverage of new technologies that have the potential to shape the future of our world—quantum computing, computational intelligence, advanced wireless networks and blockchain technology Revisits mainstream ideas now being widely adopted, such as cloud computing, the Internet of Things (IoT) and cybersecurity Offers recommendations and practical insights to assist the readers in the application of these technologies Aimed at IT professionals, educators, researchers, and students, *Emerging Computing Paradigms: Principles, Advances and Applications* is a comprehensive resource to get ahead of the curve in examining and exploiting emerging new concepts and technologies. Business executives will also find the book valuable and gain an advantage over competitors in harnessing the concepts examined therein.*

The Event of Art

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Blockchain Secrets

The Cryptocurrency Investing Bible

The Making of Virtual Currency

Commercializing Blockchain

Cryptocurrency Investing Bible

Discussing the blockchain startup ecosystem and how entrepreneurs around the world can leverage the power of decentralized finance to start and/or grow their businesses

Beginners Guide to Trading and Investing in Bitcoin, Alt Coins and ICOs for Profit

Explore the blockchain-based decentralized platform and understand how Ethereum works with Dapps examples Key FeaturesExplore the Ethereum ecosystem and understand the latest research on the platformBuild decentralized apps (Dapps) using smart contracts and Ethereum with the help of practical examplesLearn to make your decentralized applications fast and highly secureBook Description Ethereum is a blockchain-based, decentralized computing platform that allows running smart contracts. This book provides a basic overview of how Ethereum works, its ecosystem, mining process, and the consensus mechanism. It also demonstrates a step-by-step approach for building decentralized applications. This book begins with the very basics of Blockchain technology. Then it dives deep into the Ethereum architecture, framework and tools in its ecosystem. It also provides you an overview of ongoing research on Ethereum, for example, Layer 1 and 2 scaling solution, Stablecoin, ICO/STO/IEO, etc. Next, it explains Solidity language in detail, and provides step-by-step instructions for designing, developing, testing, deploying, and monitoring decentralized applications. In addition, you'll learn how to use Truffle, Remix, Infura, Metamask, and many other Ethereum technologies. It'll also help you develop your own cryptocurrency by creating ERC20, and ERC721 smart contracts from scratch. Finally, we explain private blockchains, and you learn how to interact with smart contracts through wallets. What you will learnUnderstand the concepts of blockchain and cryptocurrencyMaster Ethereum development tools such as Truffle, Remix IDE and InfuraDelve into smart contract developmentDevelop DApps frontend using Node.js, React.js, and Web3js APILearn Etherscan and other tools to secure and monitor smart contractsDevelop and debug smart contracts by working with RemixApply Truffle suite to compile, migrate, and unit test smart contractsExplore smart contracts such as ERC20 token and decentralized digital marketWho this book is for This book is for all developers and architects who want to explore Ethereum blockchain fundamentals and get started with building real-world decentralized applications. Knowledge of an object-oriented programming language such as JavaScript will be useful but not mandatory.

Explore the differences between ICOs, cryptocurrencies, and tokens (offerings), enabling the reader to

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understand the ICO landscape, how millions were raised in minutes, and where the future of the tokenized economy is heading. Take a real-time journey, cutting through the myths, understanding token choices available to everyone. Key Features Interviews with key figures in Tokenomics Unbiased evaluation and comparison of the different offerings Conceptual analysis of the market's reaction League table showing current exposure An account of the theoretical and current legal foundations of alt coins and tokens A complete introduction to the phases of an initial coin offering Book Description Tokenomics is the economy of this new world. This is a no-holds-barred, in-depth exploration of the way in which we can participate in the blockchain economy. The reader will learn the basics of bitcoin, blockchains, and tokenomics; what the very first ICO was; and how over a period of 5 years, various projects managed to raise the enormous sums of money they did. The book then provides insights from ICO experts and looks at what the future holds. By comparing the past, current, and future of this technology, the book will inform anyone, whatever motivates their interest. The crypto shift of blockchains, ICOs, and tokens is much more than just buying bitcoins, creating tokens, or raising millions in a minute in an ICO. It is a new paradigm shift from centralized to decentralized, from closed to open, and from opaqueness to transparency. ICOs and the creation of tokens during the craze of 2017 needed a lot of preparation, an understanding of cryptocurrencies and of emerging legal frameworks, but this has spurred a new movement to tokenize the world. The author gives an unbiased, authoritative picture of the current playing field, exploring the token opportunities and provides a unique insight into the developing world of this tokenized economy. This book will nourish hungry minds wanting to grow their knowledge in this fascinating area. What you will learn The background of ICOs and how they came to be The difference between a coin and a token, a utility and a security, and all the other acronyms you're likely to ever encounter How these ICOs raised enormous sums of money Tokenomics: structuring the token with creativity Why it's important to play nicely with the regulators A sneak peak into the future of ICOs from leaders in the industry Who this book is for With the media hype about bitcoin, this book appeals to anyone, from those with a general interest in anything crypto, or those with some knowledge of the nuances between cryptocurrency, ICOs, IPOs and the Token economy.