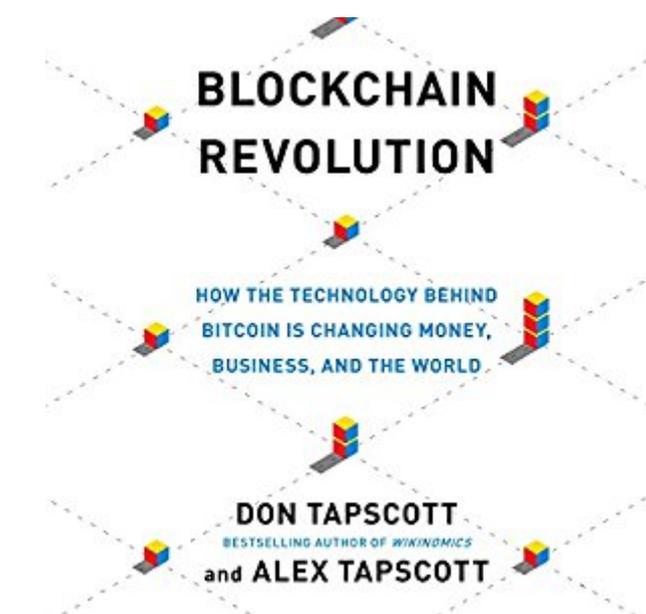


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# Blockchain Revolution: How The Technology Behind Bitcoin Is Changing Money, Business, And The World



## Synopsis

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 listenable, and utterly foundational book about the future of the modern economy. Blockchain Revolution is the business leaders' playbook for the next decade and beyond.

## Book Information

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## Customer Reviews

The Blockchain Revolution by Don and Alex Tapscott is a book aimed at people who are interested in how digital technology is changing the world around them, and is a continuation of the work that Don and his colleagues have done since the 1990s on exploring the developing world of digital technologies and their impact on our lives. While it explains the basics of blockchain technology, which is the newest of these technologies, it is not a book on the inner workings of the technology and its first major application, Bitcoin. The Blockchain Revolution, first and foremost, explains why blockchain technology is different from today's environment of largely centralized databases, and then explores the rather incredible potential that the technology has for our future. In its essence, a blockchain is a truly distributed, peer-to-peer database that does not require a central administrator. When implemented for Bitcoin, it creates a currency that is not run or controlled by a government or even a bank, which obviously scares both types of organizations half to death. As the expression goes, it is power to the people. In its essence, blockchain technology has the potential to change how the underlying technology world around us works, and to disrupt our relationships to governments and key societal institutions like banks and stock markets. It also has the potential to allow entirely new peer-to-peer businesses to develop that avoids the consequential giant databases of information that can be hacked and then used for nefarious purposes like identity theft. The Blockchain Revolution is an excellent exploration of the implications of blockchain technology, including its disruptive potential, along with the warts associated with its background and actual implementation.

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