

BLOCKCHAIN LOYALTY

DISRUPTING LOYALTY
AND REINVENTING MARKETING
USING CRYPTOCURRENCIES



PHILIP SHELPER

1ST EDITION

Philip Shelper

Blockchain Loyalty: Disrupting Loyalty and Reinventing Marketing Using Cryptocurrencies.



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A blockchain loyalty program rewards users with a cryptocurrency (or cryptotoken) rather than traditional points and miles when they spend. Users become fascinated with the thought of earning a currency which is definitely 'alive'. The cryptocurrency is usually actively traded on a digital exchange and the value fluctuates predicated on speculative trader behaviour and the marketplace forces of supply and demand.io, a worldwide blockchain loyalty resource center. He also manages www.blockchainloyalty.com. Blockchain Loyalty provides deep insight into how this new type of program design is usually disrupting loyalty and reinventing advertising all over the world, and features: - the basics of blockchain and cryptocurrencies - the history of loyalty currencies - a world-first blockchain loyalty research project - interviews with blockchain loyalty businesses - the essentials of running a short Coin Offering - business versions including tax and legal factors - blockchain marketing basics - a synopsis of the mandatory technology PHILIP SHELPER provides over 12 years' experience within the loyalty sector, including roles at Qantas Regular Flyer and Vodafone, as well as running his own loyalty management consultancy, Loyalty & Reward Co.



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A must-read blockchain advertising enthusiasts. Very well-written and organized without having to be too verbose. Happy I stumbled upon this book. Groundbreaking function in neuro-scientific blockchain loyalty programs.

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