



# BLOCKCHAIN BABEL

THE CRYPTO-CRAZE AND THE  
CHALLENGE TO BUSINESS

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## Blockchain Babel: The Crypto-craze and the Challenge to Business



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Blockchain is the technology behind bitcoin and other crypto-currencies. Whatever the positioning of blockchain, many voices are shouting from different angles, creating a cacophony of misunderstandings including tech-evangelists, anarcho-libertarians, and industry experts. But while everybody in IT and banking seems to have an impression on the blockchain, there is little systematic study, no strategic analysis. Relating to Santander, it could save financial institutions \$15-20bn a season from 2022 onward. Many experts observe an unprecedented potential, but many banking institutions, payment processors and credit card issuers fret that bitcoin business owners could cast a pall over their primary business. Blockchain Babel is the ultimate information to the most disruptive technology to have entered the finance industry recently. Blockchain Babel talks about blockchain alongside invention diffusion, competitive dynamics and administration strategy. Shortlisted as one of the three greatest business book proposals by McKinsey and the Financial Institutions for the Bracken Bower Prize in 2016, this is a must-go through for business leaders and aspiring leaders attempting to grasp blockchain and place it into context and understand the practical implications it may have.



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