

EXPERT INSIGHT

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**Sean Au  
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# Tokenomics

The Crypto Shift of Blockchains,  
ICOs, and Tokens



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Sean Au and

## Tokenomics: The Crypto Shift of Blockchains, ICOs, and Tokens



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Explore the variations between ICOs, cryptocurrencies, and tokens (offerings), enabling the reader to comprehend the ICO landscape, how millions were elevated in minutes, and where in fact the future of the tokenized economy is heading. By comparing the past, current, and future of this technology, the book will inform anyone, whatever motivates their interest.

**Essential Features**

- Interviews with key numbers in Tokenomics
- Unbiased evaluation and comparison of the various offerings
- Conceptual analysis of the marketplace

**Desk of Contents**

- Once upon a Token
- A Little bit of Coin Theory
- The Potential of ICOs
- Token Varieties
- The need for a Token
- Playing by the Rules
- The Token Product sales Mechanism
- White Paper, Website & Team
- Social Press and Influencers
- Marketing and the start
- Voices of the ICO World
- The Future That is a no-holds-barred, in-depth exploration of the way in which we can take part in the blockchain overall economy.

The crypto shift of blockchains, ICOs, and tokens is a lot more than just buying bitcoins, creating tokens, or raising millions in a moment within an ICO. What the very first ICO was; and how over an interval of 5 years, various projects managed to improve the enormous sums of cash they did. The publication after that provides insights from ICO experts and talks about what the near future holds. Take a real-time journey, cutting through the myths, understanding token choices available to everyone.

The reader will find out the fundamentals of bitcoin, blockchains, and tokenomics; are likely to ever encounter.

How these ICOs raised enormous sums of money

**Tokenomics: structuring the token with creativity**

Why it's ICOs and the creation of tokens through 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 globe. 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 the tokenized economy. This book will nourish hungry minds wanting to grow their understanding in this fascinating region.

**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'll
- It is a new paradigm change from centralized to decentralized, from shut to open, and from opaqueness to transparency.
- It's important to enjoy nicely with the regulators
- A sneak peak into the future of ICOs from leaders in the industry
- Who this reserve is for
- With the mass media hype about bitcoin, this book attracts anyone, from those with a general curiosity in anything crypto, or people that have some understanding of the nuances between cryptocurrency, ICOs, IPOs and the Token overall economy.
- 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 a short coin offering

**Book Description**

Tokenomics is the overall economy of this new world.



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A great publication to get your head around the tokenized economy we are moving towards. This was an excellent book. Excellent content material and learning around blockchain, crypto currencies, ICOs and tokens. Loved just how they explained everything with great examples throughout the book. Appears as if they hobbled a bunch of "blahs" together First, the white paper section is terrible. I've written countless numbers of white papers for both ICOs and items that have in fact been developed (note: if you don't have your back-end infrastructure at least designed -- even a high-level conceptual flow functions at a minimum -- as well as your tokenomics completed, don't be launching an ICO), and I've been a writer in a plethora of industries for over 2 decades. ICOs have been the majority of my clientele going back three years. They must have asked an expert to greatly help them with that particular section because they clearly have no idea how to construct a robust and authoritative ICO white paper (yes, there is a right way to do it). There is absolutely nothing at all insightful about their terribly edited and patchwork-like haphazardness that's posed as informational. Second, as the headline of this review reads, they hobbled a couple of "blahs" together. This book could possibly be regarded an anthropology thesis on the cryptocurrency space. Nope. Chapter 8 deconstructs the three essential components of an effective ICO; Chapter four information specific examples of ICOs and how those performed out. Chapter one addresses the origins of the word "tokenomics" and pop lifestyle usage along with the current agreed upon usage with regards to blockchain. Philosophies are presented along with the description of terms in the starting chapter. The entire book is very readable with illustrations from pop lifestyle and stories about specific events that unfolded on the web as cryptocurrencies became mainstream. Chapter six describes the laws and regulations governing cryptocurrencies in various countries. This chapter also covers a few of the terminology related to cryptocurrencies and how that jargon pertains to the problems in the space. Useful as case studies This book might be useful to an MBA course that will require case studies. Chapter ten delves more into the how-to facet of advertising an ICO. Chapter three explains how Initial Coin Offerings (ICOs) work, using specific illustrations. Chapter seven discusses different complications in transactions of ICOs, with details from organic experiments. Not well worth the amount of money. white paper, website, and group. Chapter nine addresses the part of social press in ICOs. Chapter five uses many thought experiments and illustrations from past ICOs to illustrate how tokens can resolve real-world complications. Chapter eleven features interviews with executives who successfully launched ICOs. Chapter twelve speculates on the continuing future of cryptocurrency ICOs. Since the title can be "Tokenomics", I was expecting the concentrate to be on tokenomic models and, perhaps, the financial calculations/projections that may be unique to the ICO model. It is specific, thoroughly cited, and comprehensive. However, it is not a technical or how to manual. Chapter two provides an overview of the

theories and history of BitCoin and other electronic currencies.

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