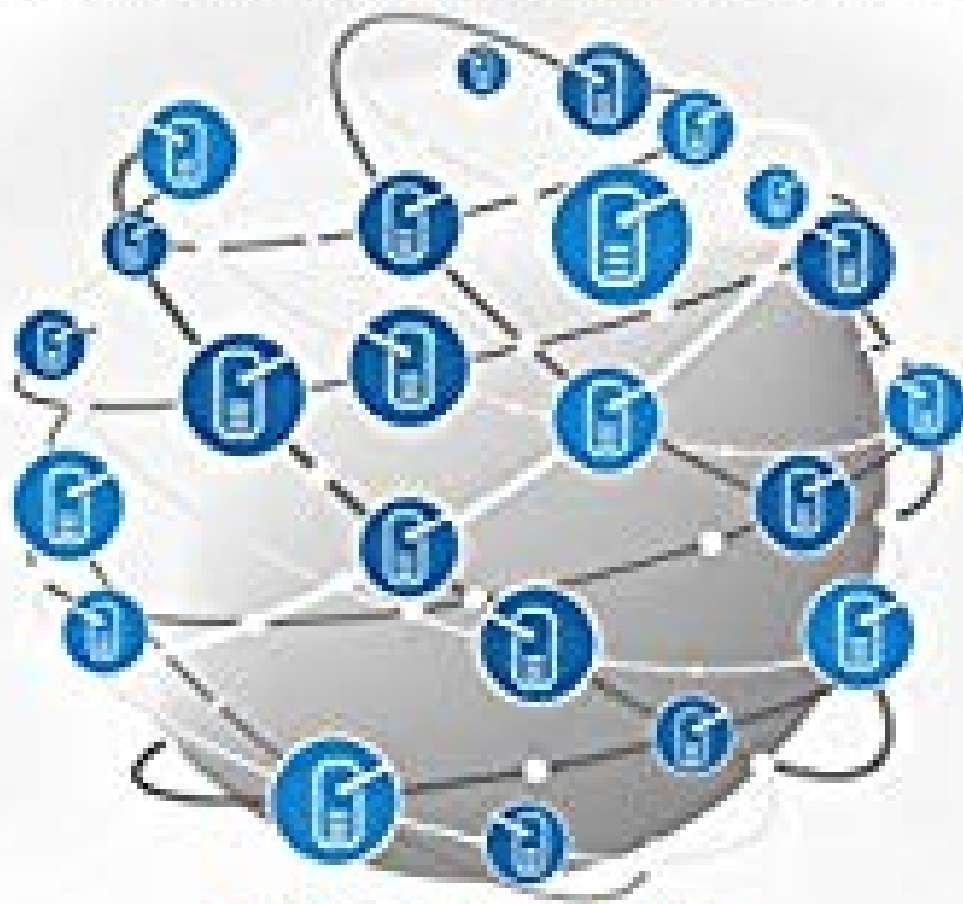


# BLOCKCHAIN FOR BUSINESS

## A HANDS-ON APPROACH

UNDERSTAND THE TECHNICAL PRINCIPLES OF  
BLOCKCHAIN, AND LEARN HOW TO BUILD SUCCESSFUL  
BUSINESS MODELS SUPPORTED BY THIS TECHNOLOGY



BERT LANGA

Bert Langa

**Blockchain for Business: A Hands-on approach: Understand the Technical Principles of Blockchain, and learn how to build Successful Business Models based on this technology (TRENDS Book 2)**



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The blockchain marketplace is extremely sizzling. And, finally, we can practice building particular business models predicated on Blockchain. Understanding the main element technical principles of Blockchain. Are you set to be area of the Blockchain Revolution? We will use the Canvas technique, a simple device for creating innovative Business Models based on nine essential parts: value proposition of our blockchain alternative, customer segments, channels, client relationships, resources, actions, partnerships, income stream and costs framework. Can you envisage capturing only a percentage of this money with a fresh business model? Or finding employment to lead a new blockchain business device within a more substantial corporation? Well, that is the primary objective of this book: to explain to you in a very practical way the specialized principles of Blockchain, together with the necessary methodology to create effective business models based on this technology. To do so, in the first part of the book, we will give you a detailed understanding of Blockchain technology within the following essential topics: public key cryptography, hash functions, blocks, the Chain and peer to peer systems. Next, we will discuss approximately the continuing future of Blockchain, especially about smart contracts. Actually, one of the latest reports by KD Marketplace Insights called "Exciting, right?—In this book, become familiar with why the blockchain market is popular and how to take advantage of the current skills shortage by:—Worldwide Blockchain Market 2018 to 2024" Exploring just how this technology can effect businesses in the short, medium, and long term.—Blockchain experts are in short supply and hot demand. Becoming more agile than your competition in identifying and managing this technological pattern.— Developing disruptive business versions supported by Blockchain. As you know, it is important that businesses are managed by considering what the marketplace will end up like tomorrow. Understanding the most recent technological developments like Blockchain will allow you to anticipate the adjustments that will occur and develop new business models that can generate growth. describes market size that can reach \$60 billion in the arriving years. Great! Then buy the book now and begin creating winning business versions predicated on this technology.



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