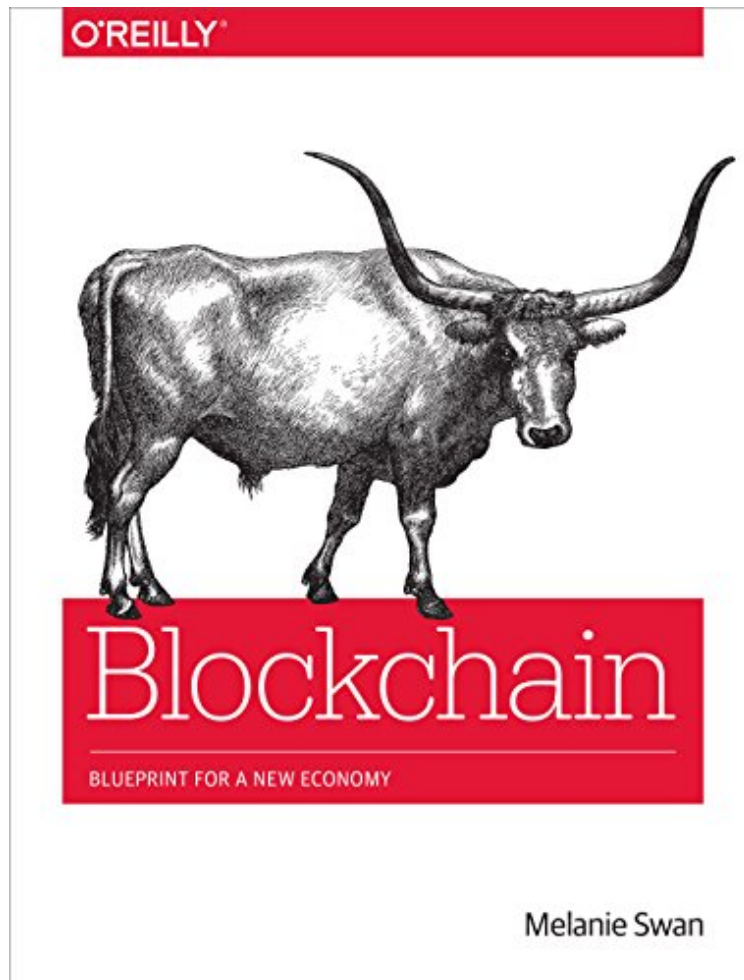


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## Blockchain: Blueprint for a New Economy

*Melanie Swan*

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**Melanie Swan : Blockchain: Blueprint for a New Economy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Blockchain: Blueprint for a New Economy:

22 of 22 people found the following review helpful. Probably useful if you're trying to work out how to use the word "Blockchain" to spruce-up a pitch to investors  
By Robin Hilliard  
This is the first O'Reilly book I have ever (since 1992 ever, I own shelves of them, and in my computer bookshop days sold thousands of them) found anything less than great and it was a bit of a shock, so much so that I am compelled to write (I think) my first ever review about it. Reading it (at least the first 46% of it, where I gave up) was like waking up back in the dot.com days with a hyperactive sales evangelist cornering me in a jammed elevator, making claim after hyperbolic claim (distributed artificial intelligence, world peace, godhood!) about Blockchain while doing very little to explain what it actually was. Actually on reflection some of the claims seem conflated with those of the Kurzweil Singularity stuff - yes sure Blockchain might be a part of that, but it doesn't help to include it in the book. I'm sorry, I know writing and editing books is very hard work, and the author's excitement about Blockchain is palpable if rather unfocused, but this one

really feels like it was a padded-out dash to a deadline. Maybe it would have been better as a shorter essay. 0 of 0 people found the following review helpful. Blockchain is novel - thus it can only be understood by education....so read this book. By Comperio If you want to truly understand Blockchain - this book is a must and every page is packed with important pieces to the puzzle. 2 of 3 people found the following review helpful. Great primer By David Small The book offers a great discussion on what blockchain is, what problems it is solving, and what the future may hold. The book is not a how-to on the implementation details of blockchain.

Bitcoin is starting to come into its own as a digital currency, but the blockchain technology behind it could prove to be much more significant. This book takes you beyond the currency ("Blockchain 1.0") and smart contracts ("Blockchain 2.0") to demonstrate how the blockchain is in position to become the fifth disruptive computing paradigm after mainframes, PCs, the Internet, and mobile/social networking. Author Melanie Swan, Founder of the Institute for Blockchain Studies, explains that the blockchain is essentially a public ledger with potential as a worldwide, decentralized record for the registration, inventory, and transfer of all assets—;not just finances, but property and intangible assets such as votes, software, health data, and ideas. Topics include: Concepts, features, and functionality of Bitcoin and the blockchain Using the blockchain for automated tracking of all digital endeavors Enabling censorship-resistant organizational models Creating a decentralized digital repository to verify identity Possibility of cheaper, more efficient services traditionally provided by nations Blockchain for science: making better use of the data-mining network Personal health record storage, including access to one's own genomic data Open access academic publishing on the blockchain This book is part of an ongoing O'Reilly series. Mastering Bitcoin: Unlocking Digital Crypto-Currencies introduces Bitcoin and describes the technology behind Bitcoin and the blockchain. Blockchain: Blueprint for a New Economy considers theoretical, philosophical, and societal impact of cryptocurrencies and blockchain technologies.

About the Author Melanie Swan is the Founder of the Institute for Blockchain Studies and a Contemporary Philosophy MA candidate at Kingston University London and Universiteacute; Paris VIII. She has a traditional markets background with an MBA in Finance from the Wharton School at the University of Pennsylvania, and work experience at Fidelity and JP Morgan. She has a new markets background as an entrepreneur and advisor to startups GroupPurchase and Prosper, and developed virtual world digital asset valuation and accounting principles for Deloitte. She was involved in the early stages of the Quantified Self movement, and founded DIYgenomics in 2010, an organization that pioneered the crowdsourced health research study. She is an instructor at Singularity University, an Affiliate Scholar at the Institute for Ethics and Emerging Technologies, and a contributor to the Edgersquo;s Annual Essay Question.