

palgrave
macmillan

AVAILABLE
NOW



palgrave.com

Follow @PalgraveFinance



Hadyn Jones & Maria Vigliotti

THE EXECUTIVE GUIDE TO BLOCKCHAIN

USING SMART CONTRACTS AND DIGITAL CURRENCIES IN YOUR BUSINESS

Keeping up with fast evolving technology is a challenge that every business leader faces. As organisations start to wake up to the Fourth Industrial Revolution, it's becoming more important than ever to be able to utilise and exploit new digital platforms. With the simple aim of demystifying blockchain for business leaders, The Executive Guide to Blockchain offers a jargon-free explanation and framework to better understand blockchain technologies and their impact on organizations. Enabling any business leader with or without specific computing knowledge to reap the benefits of blockchain whilst understanding the limitations, this book will empower you to:

- Identify opportunities for blockchain in your own business sectors
Understand smart contracts and their relationship with the law
- Create a blockchain strategy and business case. Implement blockchain technologies and maximise their potential.

Written by experts in non-technical language, this practical resource can be applied to any industry, and arm you with the knowledge needed to capture the possibilities of digital business.

2019, 250 pages
Hardback £29.99 / \$37.99
Ebook £19.99 / \$34.99

Search for The Executive Guide to Blockchain at palgrave.com for details

For more information or to buy with **20% off**,
go to **palgrave.com** and use code **PMP2019**

20% discount code will expire on 31/12/2019