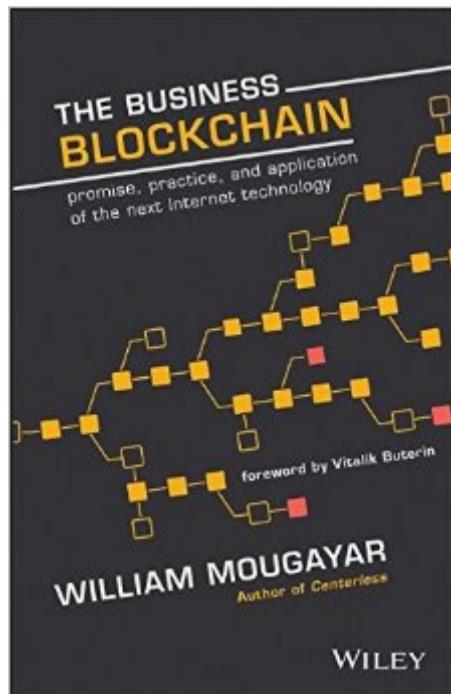


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# The Business Blockchain: Promise, Practice, And Application Of The Next Internet Technology



## Synopsis

The definitive pioneering blueprint covering the what, why and how of the blockchain. Blockchains are new technology layers that rewire the Internet and threaten to side-step older legacy constructs and centrally served businesses. At its core, a blockchain injects trust into the network, cutting off some intermediaries from serving that function and creatively disrupting how they operate.

Metaphorically, blockchains are the ultimate non-stop computers. Once launched, they never go down, and offer an incredible amount of resiliency, making them dependable and attractive for running a new generation of decentralized services and software applications. The Business Blockchain charts new territory in advancing our understanding of the blockchain by unpacking its elements like no other before. William Mougayar anticipates a future that consists of thousands, if not millions of blockchains that will enable not only frictionless value exchange, but also a new flow of value, redefining roles, relationships, power and governance. In this book, Mougayar makes two other strategic assertions. First, the blockchain has polymorphic characteristics; its application will result in a multiplicity of effects. Second, we shouldn't ask ourselves what problems the blockchain solves, because that gives us a narrow view on its potential. Rather, we should imagine new opportunities, and tackle even more ambitious problems that cross organizational, regulatory and mental boundaries. Drawing on 34 years of technology industry experience as an executive, analyst, consultant, entrepreneur, startup mentor, author, blogger, educator, thought leader and investor, William Mougayar describes a future that is influenced by fundamental shifts brought by blockchain technology as the catalyst for change. William Mougayar has been described as the most sophisticated blockchain business thinker. He is a blockchain industry insider whose work has already shaped and influenced the understanding of blockchain for people around the world, via his generous blogging and rigorous research insights. He is a direct participant in the crypto-technology market, working alongside startups, entrepreneurs, pioneers, leaders, innovators, creators, enterprise executives and practitioners; in addition to being an investor, advisor, and board member in some of the leading organizations in this space, such as the Ethereum Foundation, OpenBazaar and Coin Center. Just as the Internet created new possibilities that we didn't foresee in its early years, the blockchain will give rise to new business models and ideas that may still be invisible.

Following an engaging Foreword by Vitalik Buterin, this book is organized along these 7 chapters: 1. What is the Blockchain? 2. How Blockchain Trust Infiltrates 3. Obstacles, Challenges & Mental Blocks 4. Blockchain in Financial Services 5. Lighthouse Industries & New Intermediaries 6. Implementing Blockchain Technology 7. Decentralization as the Way Forward The Business Blockchain is an invitation for technologists to better understand the business potential of the

blockchain, and for business minded people to grasp the many facets of blockchain technology.

This book teaches you how to think about the blockchain.

## **Book Information**

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## **Customer Reviews**

I was really excited to pre-order this book, as I've been following blockchain tech for a while now. And in every place I find information, whether it be a blog or a podcast or a feedly collection, I also find William Mougayar there offering thoughtful insights and comments. I thought this book would be a great primer on the tech as it relates to business, summarized and organized towards logical conclusions. Unfortunately, the book fell well short of my expectations. It felt like a collection of the author's notes, after having explored some aspect of the technology. Very loose, very abstract, and not organized in a coherent narrative (maybe an editing issue). Also felt like the author was trying to be too academic about the possibilities of blockchain, without a lot of concrete examples of its applicability. The diagrams came across like simple Powerpoint SmartArt, adding little to the accompanying explanation. The chapters also did not really flow from one thought to the next. I think if you want to understand blockchain, you should definitely follow William Mougayar on Twitter and read some of his blog post and blog comments. I really think he is a thought leader in the field. But I don't believe this book helped me in my goal to understand business applications of blockchain further, and I don't think it does justice to the larger body of contribution the author has supplied to this space. Disappointing.

This book is great to see a potential glimpse of the changes they may come. We know that changes

will happen in the world however this book produces a possibility of those changes. The final product will not be known until that time has arrived. Great reading on a global basis. Definitely will be not liked by those individuals that oppose change or by individuals(executives)who are close to retirement.Happy reading to see the world 20 years down the road

**IMPORTANT:** This is not a beginners book! Luckily, before buying this book I already knew a lot about blockchain technology. This book doesn't explain blockchain technology in simple terms. If you already understand, it will grow your knowledge, but otherwise, it will probably just irritate you. By reading this book, there are a lot of things that I learned and I solidified my understanding for the technology. However, the structure and organization of the content and chapters is extremely confusing. The book is also a bit repetitive.

The book starts out with "PAY CLOSE ATTENTION". This chapter is probably the most important in the book. Unfortunately it is also superficial and the most misleading chapter of the book and sets the stage for what's to come. The author classifies proof of work as the granddaddy of consensus algorithms; just one among many others and one with a serious disadvantage namely that it destroys the environment through the incessant burning of energy. But fear not there will be many blockchains with varied consensus mechanisms (raft, proof of stake, pbft etc) and don't worry about the details lets just get on with all the great things we can do with this new technology. And from there the book devolves into wishful dreaming about the possibilities of putting identity, titles, healthcare etc on blockchains. Blockchains will do all of this. Which blockchain? Again don't worry about that; no distinction is made any longer in the book. There will be millions of blockchains. I could go on much longer about how weak the rest of the book is but a few more comments will suffice. The book doesn't even give the reader a decent overview of the current landscape of projects and startups but singles out a few of the authors pet projects. In reality bitcoin's proof of work is the state of the art innovation that is the foundation for the properties of the blockchain. The properties that we value namely permission-less innovation, irrefutable immutability in an environment where no trust is required and none is assumed. This is not efficient and comes at a price. Much more innovation is needed in order to make the leap from digital currency to digital assets that represent everything from personal identity to health records and property titles. This book does nothing to acknowledge the gap let alone guide the reader in exploring some of the challenges that exist in making that transition.

This book was written by the author of a piece titled "The Blockchain is the New Database, Get Ready to Rewrite Everything." He doubles down on this in the book, giving you a good idea about the level of hype in the contents. Discussion about limitations and feasibility is very limited or non-existent in most discussions. The blockchain is not a magical database architecture to solve all of life's inefficiencies and cannot possibly perform a majority of the proposed functions in the book. The read itself isn't bad but the content is dubious and you should approach it with skepticism in mind.

Easy to read, emphasis is on how business will be impacted; points to new characteristics and values block chain will introduce in how we do business. May need multiple reads to fully digest the opportunities for those looking to play any role.

So you are explaining to your friend how amazing the blockchain concept is!And then they ask: "So what can you do with this?"Your answer: "Everything!"If you want to sound smarter then you are, show off to your tech friends or be fun at parties again, this book is for you!Amazing business view and understand on what the blockchain could enable. That's what is currently missing in the community in my humble opinion and William is doing a great at summarizing what's currently happening in the community.I would say it's an intermediate book, beginner could read but you have to be ready to stop sometimes and look up some stuff on the web.On the bad side I kinda agree with other reviewers here: Strong beginning, weak ending. The end of the book felt like a filler to hit a certain number of pages for the book.Would greatly recommend

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