

Assetization

Inside the Trillion-Dollar Investing Revolution

A bold new look inside the trillion-dollar investing revolution currently reshaping how financial products are made and who gets to invest. Most investors and financial advisors believe the market offers endless opportunity. Yet in reality, standard investment products capture only a narrow slice of the real economy. Trillions in value remain locked away—out of reach for all but the ultra-wealthy and major institutions. The good news is that this is changing. Driven by advances in technology and financial engineering, pioneers the world over are transforming how financial products are made, what can be invested in, and who can access these opportunities. In *Assetization: Inside the Trillion-Dollar Investing Revolution*, a team of veteran fintech innovators—including the founders of the award-winning Swiss fintech GenTwo—provide an insider's view of this collective movement to democratize investing and bring the creator economy to finance. Inside, you'll discover:

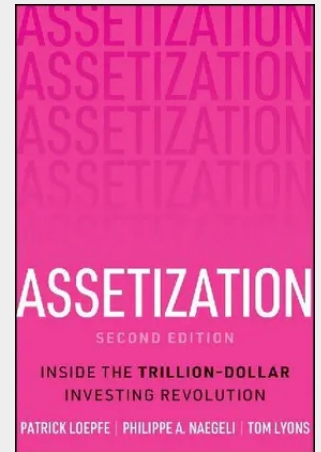
- Why large parts of the global economy—and the investment opportunities they represent—are not accessible using today's standard financial products.
- How the barriers that have previously hindered investors and financial product creators in accessing these opportunities are coming down.
- What the emerging creator economy in finance looks like, and what this means for those prepared to make use of it.
- Where innovation is already happening—through detailed research, use cases, and case studies from the cutting edge of this investment revolution.
- Why this transformation is accelerating now, and what you can do to be part of it.

As the authors show, markets around the world are shifting from a product-pushed system to a demand-driven one. Investors can now act on their convictions, and advisors and institutions can reinvent how they deliver value. Those who understand this moment will define – and reap the rewards of – the future of investing. Who should read this book? - Investors eager to move beyond standard products and tap into the full spectrum of opportunities the real economy has to offer. - Wealth and investment advisors ready to shift from curators to creators in their client offering. - Financial professionals and institutions looking to future-proof their business models. - Entrepreneurs, students, and policymakers wanting to understand the new infrastructure transforming the investment industry. Don't just imagine more open, accessible markets—see how it's happening and learn how to act. The treasure is out there. The pioneers are staking their claims. Will you join them?

A bold new look inside the trillion-dollar investing revolution currently reshaping how financial products are made and who gets to invest. Most investors and financial advisors believe the market offers endless opportunity. Yet in reality, standard investment products capture only a narrow slice of the real economy. Trillions in value remain locked away—out of reach for all but the ultra-wealthy and major institutions. The good news is that this is changing. Driven by advances in technology and financial engineering, pioneers the world over are transforming how financial products are made, what can be invested in, and who can access these opportunities. In *Assetization: Inside the Trillion-Dollar Investing Revolution*, a team of veteran fintech innovators—including the founders of the award-winning Swiss fintech GenTwo—provide an insider's view of this collective movement to democratize investing and bring the creator economy to finance. Inside, you'll discover:

- Why large parts of the global economy—and the investment opportunities they represent—are not accessible using today's standard financial products.
- How the barriers that have previously hindered investors and financial product creators in accessing these opportunities are coming down.
- What the emerging creator economy in finance looks like, and what this means for those prepared to make use of it.
- Where innovation is already happening—through detailed research, use cases, and case studies from the cutting edge of this investment revolution.
- Why this transformation is accelerating now, and what you can do to be part of it.

As the authors show, markets around the world are shifting from a product-pushed system to a demand-driven one. Investors can now act on their convictions, and advisors and institutions can reinvent how



38,50 €

38,50 € (zzgl. MwSt.)

vorbestellbar, Erscheinungstermin ca. Juni 2026

Artikelnummer: 9781394401765

Medium: Buch

ISBN: 978-1-394-40176-5

Verlag: Wiley

Erscheinungstermin: 09.06.2026

Sprache(n): Englisch

Auflage: 2. Auflage 2026

Produktform: Gebunden

Gewicht: 567 g

Seiten: 272

Format (B x H): 158 x 231 mm

