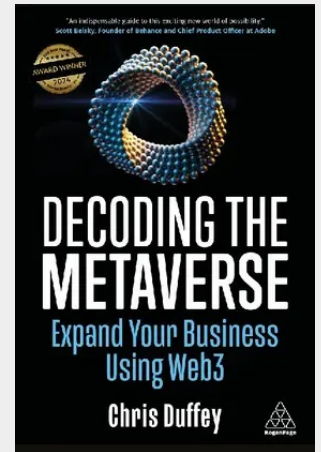


Duffey

Decoding the Metaverse

Expand Your Business Using Web3

Discover the profitable business opportunities within the metaverse and learn how you can and why you should get your company involved today. In **Decoding the Metaverse**, Creative Cloud strategist and Web3 expert **Chris Duffey** establishes a roadmap for entry to the metaverse. Written to help businesses get a handle on a complex new business opportunity, the book begins by explaining how previous iterations of the internet led to the creation of immersive digital technology with Web3 before detailing the building blocks of the metaverse. The book takes readers through the future of digital spaces, offering insight into immersive experiences, customer engagement, product-led growth and profitability. The chapters focus on the building blocks of the metaverse, including NFTs, blockchain, tokenomics, gaming and virtual real estate. Each chapter is paired with a corresponding case study from well-known brands currently working in the metaverse. **Decoding the Metaverse** ends with guiding principles about the ethical ramifications of immersive experiences and digital governance. Throughout **Decoding the Metaverse**, Duffey highlights the importance of reaching customers through shared immersive experiences. Showcasing the potential impact of working with Web3, he explains how companies can use these opportunities to further their reach and grow their revenue. Readers will step away from the book eager to get their companies involved today.



120,10 €

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