

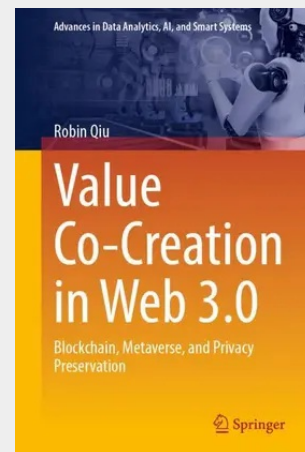
Value Co-Creation in Web 3.0

Blockchain, Metaverse, and Privacy Preservation

This book explores the architecture and framework for co-creating the most valuable and promising data in the future Internet, often referred to as Web 3.0, from the end user's perspective. Unlike the current platform economy, where user's daily usage and activity data is predominantly held by individual organizations, Web 3.0 advocates for decentralized data management across interconnected platforms. This approach aims to fully utilize the vast amounts of data generated by the increasingly connected physical world. The book explains how Web 3.0 can be developed with fundamental and technological support to enhance decentralized data management and maximize benefits for end users. Additionally, it presents two use cases to illustrate how value co-creation can be achieved using Web 3.0.

The book is aimed primarily at students from business and engineering schools. It also serves as a valuable teaching resource for instructors in management information systems (MIS), information systems, information science and technology, and data and computing sciences. Additionally, professionals interested in digital transformation, blockchain technology, data analytics, AI, and digital economy policymaking will find it highly relevant.

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