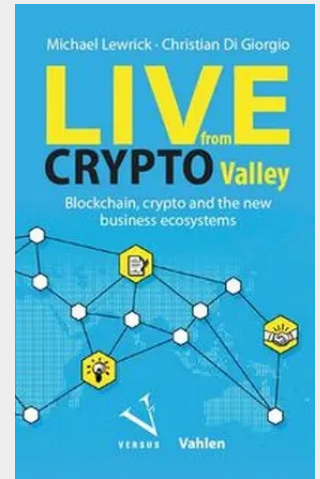


Live from Crypto Valley

Blockchain, crypto and the new business ecosystems

"Why blockchain?" is one of the most frequently asked questions. These and many other questions are answered in a simple and understandable way in this book about blockchain. The authors, Michael Lewrick and Christian Di Giorgio, work with companies, investors, startups and other actors in Crypto Valley, Switzerland. With "Live from Crypto Valley" they provide a unique insight into how new business ecosystems are designed, for which projects ICOs are suitable, and how new market opportunities and growth markets can be tapped into using blockchain technology. "Live from Crypto Valley provides precise and easy to understand frameworks to make any blockchain project work." Olga Feldmeier, CEO at SMART VALOR "The logic behind blockchain does not have to be difficult to understand. Here is an easily accessible guidebook to the future." Bill Fischer, Professor of Innovation Management, IMD. Author of "The Idea Hunter" and "Reinventing Giants" "Easy to understand and skillfully illustrated, this book provides a solid introduction to a topic that will shape our future." Eugen Stamm, Finance Journalist at the NZZ "The Crypto Valley book is simple, clear and filled with many practical examples." Richard Olsen, Founder and CEO of Lykke



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