Blockchain: The Insights You Need from Harvard Business Review (HBR Insights Series)

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Product Description

Can blockchain solve your biggest business problem? While the world is transfixed by bitcoin mania, your competitors are tuning out the noise and making strategic bets on blockchain. Your rivals are effortlessly tracking every last link in their supply chains. They're making bureaucratic paper trails obsolete while keeping their customers' data safer and discovering new ways to use this next foundational technology to sustain their competitive advantage. What should you be doing with blockchain now to ensure that your business is poised for success? Blockchain: The Insights You Need from Harvard Business Review brings you today's most essential thinking on blockchain, explains how to get the right initiatives started at your company, and prepares you to seize the opportunity of the coming blockchain wave. Business is changing. Will you adapt or be left behind? Get up to speed and deepen your understanding of the topics that are shaping your company's future with the Insights You Need from Harvard Business Review series. Featuring HBR's smartest thinking on fast-moving issues--blockchain, cybersecurity, AI, and more--each book provides the foundational introduction and practical case studies your organization needs to compete today and collects the best research, interviews, and analysis to get it ready for tomorrow. You can't afford to ignore how these issues will transform the landscape of business and society. The Insights You Need series will help you grasp these critical ideas--and prepare you and your company for the future.