



The Bitcoin Big Bang: How Alternative Currencies Are About to Change the World

By Brian Kelly

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Get a handle on the digital currency revolution, and learn how to get on board

The Bitcoin Big Bang is a guide to navigating the uncharted territory of digital currency. Written by CNBC contributor Brian Kelly, this book goes beyond Bitcoin 101 to explain how this transformative technology is about to change the world. Digital currency is thrown into perspective against the history of payment systems and its own evolution, as readers are invited to explore the ways in which this technology is already changing the way business gets done. Readers gain insight into the mechanisms behind Bitcoin, and an expert perspective on digital currency's effect on the future of money and the economic implications of the Bitcoin revolution.

In the same way that e-mail changed the way we transfer information, the decentralized Bitcoin network is about to revolutionize the business world, the legal profession, and even the role of the government. *The Bitcoin Big Bang* dives head first into this paradigm shift, allowing readers to:

- Explore the origins of digital currency
- Learn the history and evolution of payment systems
- Discover how the Bitcoin network is facilitating free and instant transfer of value
- Understand the mining of Bitcoin, and how to invest

The digital currency revolution has implications that spread far beyond the finance industry. Anyone who exchanges payment for goods and services is on the cusp of the next big push in societal evolution, and only an understanding of the technology and a clear knowledge of the systems and behaviors at play can fully prepare us for the changes to come. *The Bitcoin Big Bang* is the go-to guide, helping those who use money use it better.

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Editorial Review

From the Inside Flap

Bitcoin gained notoriety among the public when it was linked to global black market trading rings, but the technology behind Bitcoin makes it far more interesting than your average alternative currency. *The Bitcoin Big Bang* approaches Bitcoin from a more complex perspective than has previously been attempted. Brian Kelly, a currency investment specialist with over 20 years of experience, conducted extensive research into the Bitcoin revolution and discovered a potential for widespread social transformation.

An understanding of how Bitcoin is changing the future of finance, and even the nature of the Internet itself, is mandatory for anyone looking to invest in or prepare for new trading platforms. Uniquely, *The Bitcoin Big Bang* emphasizes the technological underpinning of Bitcoin—the "blockchain." Whether Bitcoin is or isn't a legitimate currency is, according to Brian Kelly, next to irrelevant. With its ability to record every Bitcoin transaction and securely transfer value over insecure networks, the blockchain is a game changer. A world without identity theft, an Internet without passwords, a decentralized financial system, self-securing investments—all these previously unthinkable advances are possible using a technology that was given away for free by an enigmatic developer.

Those who are interested in investing in Bitcoin through purchasing or "mining" will find enough information to get started in *The Bitcoin Big Bang*. However, this book goes further than Bitcoin 101. Business readers will appreciate the in-depth look at regulatory issues and the discussions of cryptography, business strategy, human resource management, and the sharing economy. This is the long view. Looking beyond the bubble to the new reality of digital currency trading is a move any smart investor ought to make. Ultimately, *The Bitcoin Big Bang* answers one of the most pressing questions in finance, business, government, and beyond: "What is Bitcoin and how will it change the world?"

From the Back Cover

Praise for *The Bitcoin Big Bang*

"Is Bitcoin the investment of the century or one giant bubble about to pop? *The Bitcoin Big Bang* provides the background and context to understand why many investors, economists, technologists, and thought leaders are calling Bitcoin and the blockchain the most important invention since the Internet...or even the printing press."

—Barry E. Silbert, Founder, SecondMarket and Founder, Digital Currency Group

"Want to know why prominent venture capitalists have compared Bitcoin today to the Internet in 1994? Brian Kelly goes beyond the hype to explain why this technology is transformative and prepares you for the digital currency revolution."

—Melissa Lee, Host, CNBC's *Fast Money*

"Whether Bitcoin is a currency or not doesn't matter, according to Brian Kelly. It's the technology behind Bitcoin that will shape financial services in the years to come. *The Bitcoin Big Bang* is essential reading for anyone who wants to understand the dramatic changes about to happen in how we pay for goods and services."

—Dan Nathan, Founder, RiskReversal.com and Contributor to CNBC's *Fast Money and Options Action*

About the Author

BRIAN KELLY is a CNBC contributor who regularly appears on *Fast Money*, *Halftime Report*, and *The Kudlow Report*. His 20 years of success in U.S. and foreign currency and equities trading have gained him enormous respect among the clients of his investment management firm, Brian Kelly Capital, LLC, which focuses on global macro and currency investing. Brian holds an MBA from Babson Graduate School of Business, with a concentration in finance and econometrics.

Users Review

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Jennifer McMorris:

The feeling that you get from The Bitcoin Big Bang: How Alternative Currencies Are About to Change the World will be the more deep you rooting the information that hide in the words the more you get considering reading it. It doesn't mean that this book is hard to know but The Bitcoin Big Bang: How Alternative Currencies Are About to Change the World giving you joy feeling of reading. The writer conveys their point in a number of way that can be understood through anyone who read that because the author of this reserve is well-known enough. That book also makes your personal vocabulary increase well. It is therefore easy to understand then can go along, both in printed or e-book style are available. We suggest you for having this The Bitcoin Big Bang: How Alternative Currencies Are About to Change the World instantly.

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