

1. Record Nr.	UNINA9910765475403321
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Titolo	NFTs for Business : A Practical Guide to Harnessing Digital Assets
Pubbl/distr/stampa	Berkeley, CA : , : Apress L. P. , , 2023 ©2023
ISBN	1-4842-9777-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (191 pages)
Altri autori (Persone)	NarcisoPaolo WoodSteve
Disciplina	332.4/043
Soggetti	NFTs (Tokens)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Intro -- Table of Contents -- About the Authors -- Acknowledgments -- Introduction -- Chapter 1: Problems Solved by NFTs -- Introduction -- Scarcity -- Ownership -- Authenticity -- Provenance -- Royalties -- Summary -- Chapter 2: The Technology Behind NFTs -- Blockchain Basics -- Addressing Obstacles -- Cryptography and Encryption -- Smart Contracts -- Summary -- Chapter 3: Creating and Selling NFTs -- Characteristics -- Variables -- Intrinsic Variables -- Extrinsic Variables -- Utility -- Additional Variable Functions -- File Size -- Storage Considerations -- Content and Chain Selection -- Wallets -- Marketplaces -- Buying and Selling Basics -- Selecting a Marketplace -- Transaction Details -- Selling -- Minting and Whitelisting -- Summary -- Chapter 4: NFT Disruption and Innovation in the Art World -- The Rise of NFTs in the Art World -- Early NFT Art Projects and Impact on the Art World -- The Adoption of NFTs by Established Artists and Brands -- The Benefits of NFTs for Artists and Collectors -- Financial Benefits -- Provenance and Authentication -- Expanding Opportunities for Emerging Artists Through Democratization -- The Appeal of Digital Art for Collectors -- Controversies Surrounding NFTs in the Art World -- Environmental Concerns -- Artistic Integrity and Authenticity -- Commodification of Art and Culture -- Exclusivity and Accessibility -- Strategies for Artists and Collectors -- Summary -- Chapter 5: The Gaming Industry and NFTs -- Games' Approaches

to NFTs -- Publishers' Approaches to NFTs -- Benefits of Blockchain Gaming -- Security and Censorship Resistance -- Interoperability and Monetization -- Review -- Summary -- Chapter 6: The Music Industry and NFTs -- NFTs and the Music Industry: An Evolving Love Story -- For Musicians: Control, Compensation, and Connection -- For Fans: Exclusivity, Ownership, and Investment. Shifting Power Dynamics and Redefining Fan Culture -- Developing the Strategy -- Defining the NFT Opportunity -- Crafting an NFT Strategy -- Considering the Risks and Mitigating Them -- Music NFT Marketplaces to Consider (as of 2023) -- Summary -- Chapter 7: Other Use Cases -- Understanding NFTs -- The Methodology -- Applications and Use Cases -- Events -- Food and Drink -- Fashion -- Supply Chain -- Summary -- Chapter 8: The Future of NFTs -- A Tale of Three Webs -- Back to the Future -- Beyond the Hype -- Art and Collectibles -- Music and Entertainment -- Gaming and Virtual Worlds -- Fractional Ownership and Liquidity -- Digital Identity and Personal Branding -- Challenges and Potential Solutions -- Lack of Awareness and Education -- Trust and Verification -- Market Speculation and Volatility -- Technical Complexity -- Scalability and Network Congestion -- Copyright and Intellectual Property Challenges -- Environmental Concerns -- Summary -- Chapter 9: Uncovering Trends and Other Applications of NFTS -- NFTs and the Future of Intellectual Property Rights -- NFTs in Real Estate and Physical Assets -- NFTs and Decentralized Finance (DeFi) -- Future NFT Platforms -- NFTs and the Metaverse -- What to Watch For -- Summary -- Glossary -- Index.

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## Sommario/riassunto

Move beyond the tech jargon and the hype of non-fungible tokens (NFT)s and become empowered to think through solutions to solve your specific business problems. NFTs are important because they enable the manipulation of digital assets in ways that are closer to the way we manipulate physical assets. This book will serve as an introduction to the space and as a source of inspiration for connecting problem and solution dots. Understanding what core problems NFTs solve and how they solve them will enable business leaders to design solutions and to put together the teams that will help them deliver on the promises of NFTs. This book is focused on explaining what NFTs are, what problems they solve, and what what technology makes them possible. It provides the larger technological, economic, and political context within which NFTs are emerging. You'll learn how NFTs are currently being used, such as in assessing authenticity, creating scarcity, identifying provenance, establishing and confirming ownership, and enabling the tracking and collection of royalties You'll also see how NFTs allow for the creation of unique digital assets that can be owned and traded just like physical assets. NFTs is your guide to the emerging possibilities of ownership and monetization of digital assets in established industries.

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