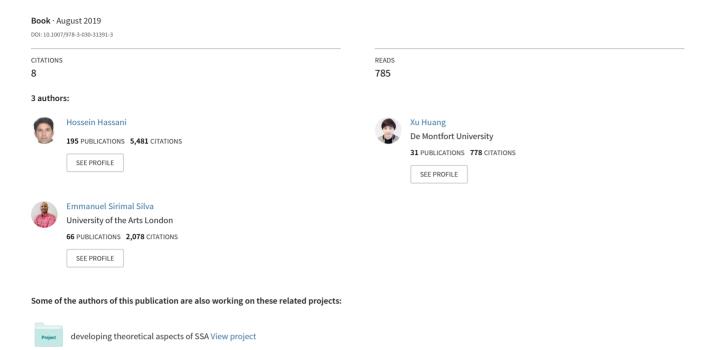
## Fusing Big Data, Blockchain and Cryptocurrency: Their Individual and Combined Importance in the Digital Economy



As technology continues to revolutionise today's economy, Big Data, Blockchain and Cryptocurrency are rapidly transforming themselves into mainstream functions within the financial services industry. This book examines each concept individually, analysing the opportunities and challenges they bring, and exploring the potential for future development. The authors further evaluate the fusion of these three important products of the FinTech revolution, illustrating their combined influence on the digital economy. Providing a comprehensive analysis of three innovative technologies, this timely book will appeal to scholars researching innovation in the finance industry, and financial services technology more specifically.

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