

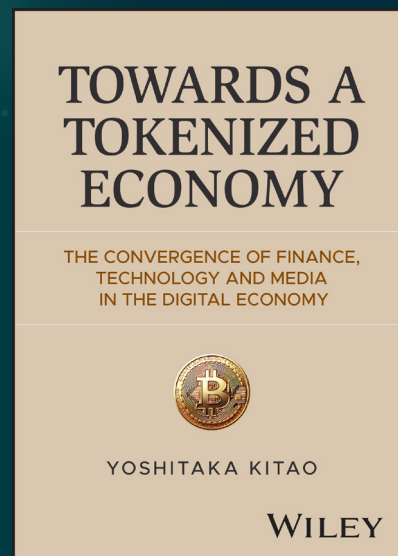
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Towards a Tokenized Economy: The Convergence of Finance, Technology and Media in the Digital Economy

Yoshitaka Kitao

Discover how blockchain, stablecoins, and Web3 are revolutionizing global finance

In *Towards a Tokenized Economy*, leading financial executive Yoshitaka Kitao provides essential insights into the transformation of global finance through technological innovation. Drawing on extensive experience in financial services and strategic technology investments, Kitao explains how blockchain, cryptocurrency, and tokenization are fundamentally reshaping monetary systems, investment strategies, and the structure of the world economy.



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Complex topics made accessible

This comprehensive guide takes readers through the emerging landscape of modern finance, from the strategic importance of dollar-pegged stablecoins and Bitcoin's role as a reserve asset to the revolutionary potential of Web3, decentralized finance, and security tokens. Kitao explains complex technological concepts in accessible terms while revealing the geopolitical implications of these developments, including strategies to maintain monetary dominance through cryptographic assets. Inside the book, you'll discover:

- In-depth analysis of stablecoins processing over 500 trillion yen monthly and their impact on global payment systems
- Clear explanations of Bitcoin's blockchain infrastructure, mining operations, and its emergence as institutional reserve holdings
- Comprehensive coverage of Web3 fundamentals including smart contracts, decentralized finance protocols, NFTs, and autonomous organizations
- Strategic insights into RWA tokens, including security tokens, tokenized equities, and the transformation of capital markets and exchanges
- Exclusive perspective on how major financial institutions are entering content and advertising businesses through integrated platforms

Towards a Tokenized Economy is a must-read for investors, financial professionals, executives, and business leaders who need to understand and capitalize on the transformation of modern finance.



About the author

Kitao-san is the Chief Executive Officer and Representative Director of SBI Holdings, and is one of the most successful entrepreneurs and venture capitalists in Asia. He was the former Executive Vice President & Chief Financial Officer of SoftBank Group Corp. before SBI Holdings spun-off from SoftBank.



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