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CNBC's Brian Kelly Discusses Future of Alternative Currencies in New Book Published by Wiley

A guide to navigating the Bitcoin revolution, the future of money and the game changing implications of digital currencies.

"Bitcoin is the most important innovation in the history of money." – Brian Kelly, CNBC Contributor, Currency Investment Specialist and Founder and Managing Member of Brian Kelly Capital LLC.

Bitcoin is attracting more venture capital at a faster pace than the internet did in its infancy. The lightning fast pace of adoption is punctuated by over 50,000 merchants offering bitcoin payment options, including *Overstock*, *Dell*, *1-800-Flowers*, *Expedia* and the *Sacramento Kings*. With [The Bitcoin Big Bang: How Alternative Currencies Are About to Change the World](#) (978-1-118-96366-1, Wiley, November 24, 2014) Brian Kelly, presents an in-depth exploration of the currency that is about to change the way we look at global payment systems, financial services and even the way corporations are organized.

Kelly explains, *"Bitcoin has done what no other computer program has done in the history of financial systems—it has automated the role of the middleman. Moreover, the developers of Bitcoin have given it away for free. The Medici family gained power and wealth by making a simple improvement to the existing system. Imagine if they had invented a new system altogether."*

The Bitcoin Big Bang dives headfirst into this paradigm shift and goes beyond 'Bitcoin 101' to explore and discuss:

- What is Bitcoin and why is it revolutionary?
- How does the process of mining facilitate the free and instant transfer of value?
- Why are these digital currencies a new type of investment?
- How are digital currencies and the blockchain going to change the world?

In the same way that email changed the way we transfer information, the decentralized bitcoin network is about to revolutionize the business world, the legal profession, and even how we view the role of government.

The Bitcoin Big Bang: How Alternative Currencies Are About to Change the World is the guide to navigating the uncharted digital currency territory, serving as a resource for corporations, lawyers, doctors, researchers, academics, and entrepreneurs.

About the Author

Brian Kelly is the founder of *Brian Kelly Capital LLC* and a global macro investment manager with a focus on currencies. He has 20 years investment experience trading US & international equities, foreign currency, options, futures, metals, and commodities. Throughout his career Kelly has specialized in trading multiple asset classes, complex cross-border investments and risk arbitrage. Currently, Brian is the manager of the *BKCM Global Macro hedge fund*. Kelly is also a CNBC contributor and can be seen 3-4 days a week on *Fast Money* (Host -Melissa Lee), *Halftime Report* (Host-Scott Wapner), *The Kudlow Report* (Host-Larry Kudlow), *Money in Motion* (Host-Melissa Lee) and *Trading the Globe* (Host-Mandy Drury and Tim Seymour).

Sadhika Salariya

Publicist

Professional Development

T +1 201 748 6782, ssalariya@wiley.com

F +1 201 748 6817 [@WileyBiz](#)