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Harvard Business Review

BLOCKCHAIN

	- It can enhance trust and loyalty by ensuring transparency in advertising and data usage. - Blockchain reduces intermediaries in marketing, enabling direct interactions with customers. - It can enhance transparency and accountability in digital advertising. - Customers gain control over their data, fostering trust and loyalty. - Blockchain adoption in marketing might face resistance from intermediaries and platforms that profit from the current centralized ecosystem.
Blockchain Could Help Artists Profit More from Their Creative Works	- Blockchain can support creative industries by ensuring transparent royalty tracking and direct payments to artists. - It reduces reliance on intermediaries like record labels and studios, empowering creators. - Blockchain ensures fair compensation for creators through transparent revenue-sharing systems. - Direct transactions can improve profit margins for artists. - Applications like NFTs could redefine intellectual property ownership. - I believe blockchain has the potential to empower artists, but challenges like scalability and the persistent issue of piracy could limit how effective it is in truly protecting creative works.
Section 3: The Future of Blockchain	