CONTENTS

About the authors	κi
Preface xv	
Acknowledgements	xvii

01 Pain of the chain 1

PART I Linking blockchain to supply networks 17

02 Blocked and loaded 19

The chain of events 21
Using blockchain to show your roots 27
Where can I buy some blocks? 31

O3 The power of hype 37

Just a database 39 From hype to concrete 46

O4 Barriers to adopting blockchain 57

Identifying hurdles 58
Summarizing the barriers 59
The digital divide 72
Burgers and barriers 73
Unanswered questions 74

14

Get the party started 195 Stay out of the weeds 198

Then what? 199

PART II	Suppl	y ecosystems	77
---------	-------	--------------	----

05	Networking supply chains 79 Embedding new ideas 83 Evolving dynamics 89 Enabling versatile information flows 100 Finding structural holes 101			
06	Sustainable supply chain management 107			
07	Inventory management 113			
08	Demand management 123			
09	Supply management 133			
10	Transportation management 145			
	PART III What's the use case for blockchain? 155			
11	Lorning from RFID 157			
12	Make the case 165			
	Before the business case 168			
13	Load up the bus 181			
	Internal players 182 Business or supply chain partners 183 Consultants 189			

15 Enter the learning loop 201

Kill it 202 Change it 203 Implement it 203 Scale it 205

16 Off the chain 211

Where to begin? 212 Functional improvements 214 What's next? 216

Appendix: Where's your highlighter? 219