New Book on the Metaverse Reveals How Web3 is Creating the New Digital World

Monday 13 March, 2023

Everyone is talking about the Metaverse. But not many really understand it. *The Rise of the Metaverse: How Web3 is Enabling Our New Digital World,* written by leading experts in the field of metaverse and Web3 Jianing Yu and Ciara Sun, is a deep dive into that new horizon of the internet. This book outlines six important trends in the era of the metaverse, that will see dramatic changes in technology and the bringing together of digital and physical worlds. The first trend being Metaverse – The new generation of the Internet. Second – Data as the core asset; third – Rise of economic community. Reshape digital identity and digital culture booms are trends number four and five. And the final, sixth, trend is inclusive digital finance emerges.

Jianing Yu says why he decided to co-write the book: "My team and I have become intensely focused on the metaverse in the past couple of years, and *The Rise of the Metaverse* is the result of our systematic research and thinking. We hope this book will help you understand the big-picture trends in the metaverse era through the latest global examples."

Ciara Sun adds: "The metaverse and Web3 signify a significant paradigm shift in the way we engage with the digital world. With global tech giants investing heavily in the metaverse, it is evident that this emerging frontier will shape the future of the internet. My goal in writing this book is to provide readers with an understanding of the implications of this new era for their lives and businesses. Additionally, I hope to inspire more people to participate in shaping the development of the metaverse and its potential for unlocking new opportunities for creativity, collaboration, and self-fulfilment."

The Rise of the Metaverse has been praised by Dan Tapscott, one of the world's leading authorities on the impact of technology on business and society and author of more than 18 books. Tapscott has also written the book's foreword.

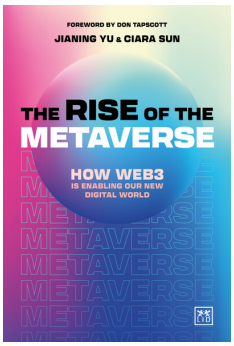
Prof. David Lee Kuo Chuen, Singapore University of Social Sciences, says about *The Rise of the Metaverse*: "Two terms centered on blockchain technology have come into view at the same time: Web3 and the metaverse. In this digital world, the metaverse, we can live, play, work, socialize and experience different lives. The metaverse opens up the possibility of a great transformation for humanity. This book gives insights and guidance on how to better understand metaverse-relevant immersive technologies. You will have a firm grasp of the metaverse after you finish reading it."

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Notes to editors:

- For all media enquiries, please contact Teya Ucherdzhieva; M: +44 (0) 7928 666131; E: teya.ucherdzhieva@lidbusinessmedia.com
- *The Rise of the Metaverse* will be published on 23rd March 2023 by LID Publishing
- **Dr. Jianing Yu**, Ph.D. in economics, is a leading digital economist, focusing on blockchain, the metaverse and Web 3. He has been hailed as 'a leader in cultivating blockchain thinking' by China Weekly and won many industry awards, including the Global Blockchain Leadership Award, Special Contribution Award for Blockchain Development and Metaverse Chinese Leadership Award.
- **Ciara Sun** is the founding partner of C2 Ventures, an early-stage Web 3 investment firm. The company enables and supports builders with the capital and operational expertise needed to develop the next generation of Web 3.0 infrastructure elements.

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