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Internet Financial Theory and Practice

*Tsinghua University Press*

This book introduces the basic theory and business models of Internet finance systematically. The book is divided into 14 chapters and developed with 4 unique perspectives: financial products and services, financial entities, support and technology infrastructures, and global Internet finance hot areas. From macro to micro-levels, this book discusses about the practice of Internet finance both in China and other parts of the world, with many topics covered such as peer-to-peer lending, crowd funding, Internet banks, mobile and third party payment systems, Internet-based trust and insurance products, digital currency and blockchain technology.