

transaction pay understand time economy company business ONE risk gold service

person person person person exchange long lrs

value easy technology

currencies fact instance believe

hard
right
really bitcoin quite
problem
great Trust system
important Money

currency

adoption

This word-cloud depicts the most common words used during interviews with top executives at 8 prominent companies using Bitcoin. The interviews were conducted in September 2013 by James Lee, MBA student at the University of Surrey, UK. His research topics include: e-business; e-trust; the Davis Technology Acceptance Model (1989); the Salo Model of trust in an online environment (2007); and Bitcoin.

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