

BAUER MEANS BUSINESS

THE BOTTOM LINE IS OUR BUSINESS.

Our faculty are scholars and executives who produce real research that drives business impact.

New types of global currency — free of traditional banking regulations and oversight — have been predicted to become a significant percentage of business transactions within the next decade. Investors poured more than \$4 billion into initial Bitcoin offerings last year, taking the market on a wild ride.

Bauer College Finance Professor Craig Pirrong has become one of international media's foremost thought leaders when it comes to cryptocurrency, providing his insight for recent stories in *The Washington Post*, *USA Today*, *Bloomberg News*, and *The Wall Street Journal*.

Pirrong's perspective? Wait and see. He says: "Existing cryptocurrencies are not an economical way to make most transactions, and their prices are far too volatile to make them a good store of value. They have also proven to be shockingly insecure. Many others obviously disagree though, and until that disagreement is sorted out the best prediction is continued extreme unpredictability."

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