

New Book Explores the Emergence of the Asset Tokenization Industry

What does it take for a new financial industry to emerge? And how did the idea of asset tokenization grow into a global conversation about transforming the infrastructure of capital markets?

ASSET TOKENIZATION

The Arrival of
a Transformative
Trillion-Dollar Industry



Michael Juul Rugaard

Copenhagen, Denmark Jun 26, 2025 ([IssueWire.com](https://www.issuewire.com)) - These are among the questions explored in *Asset Tokenization – The Arrival of a Transformative Trillion-Dollar Industry*, a new book by Danish writer Michael Juul Rugaard. Published today on Amazon in paperback and Kindle editions, the book traces the historical roots of tokenisation and analyses its current state and future potential.

With a focus on real developments rather than hype, the book offers an accessible introduction to the field while also delving deeper into select asset classes, including financial instruments, real estate, fine art, and private equity.

"It's a great privilege to witness the birth of a new industry," says Rugaard. "For some time, I've wanted to write about how it came into being and how it continues to evolve."

Michael Juul Rugaard is a Danish writer, editor, and entrepreneur with a background in communication, language, and literature. He holds a master's degree from the University of Copenhagen and is a founding partner of The Tokenizer. Since 2015, he has written extensively on blockchain and digital assets, authoring numerous reports and white papers. Earlier in his career, he worked in senior communications and PR roles for international clients, including IBM, Lenovo, Maersk Line, and Discovery Channel.

The book is available now on Amazon:

<https://www.amazon.com/Asset-Tokenization-Transformative-Trillion-Industry/dp/B0FDX39BSS>

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