



JANE WESMAN PUBLIC RELATIONS, INC.

322 Eighth Avenue, Suite 1702, New York, NY 10001

Tel: 212.620.4080 Fax: 212.620.0370

FOR IMMEDIATE RELEASE

VAPORIZED

**Solid Strategies for Success
in a Dematerialized World**

By Robert Tercek

Foreword by Nicholas Negroponte

Publisher: LifeTree Media

Publication Date: September 2015

Price: \$26.99/hardcover

Contact: Jane Wesman

jane@wesmanpr.com

212-620-4080 x11

or

Andrea J. Stein

andrea@wesmanpr.com

212-620-4080 x15

ISBN: 978-1928055044

“This is the only book you need to understand how the mobile economy really works.”

–Ned Sherman, Founder and CEO of Digital Media Wire

“*VAPORIZED* will be a must-read for the next generation of business and political leaders.”

–Katrina Cukaj, EVP Advertising Sales, CNN

CREATING SUCCESS IN A VAPORIZED WORLD

**Digital Pioneer Robert Tercek Presents Blueprint For Dematerialization, The
Greatest Cultural and Economic Transformation Since The Industrial Revolution**

“Digital technology will transform every sector and economic system on the planet in almost unimaginable ways — even those once thought to be immune from its effects,” says digital pioneer and business futurist Robert Tercek. In his new book,

VAPORIZED: Solid Strategies for Success in a Dematerialized World (LifeTree Media; September 2015), Tercek takes readers inside the sweeping technology-driven transformation that is upending long-established industries in every corner of the globe. No business leader – from the Fortune 500 CEO to the small startup owner – can afford to ignore Tercek’s insightful, optimistic analysis of the future and his practical blueprint for survival.

“The process of vaporizing physical things and replacing them with digital substitutes is the biggest trend affecting manufacturing, distribution, retail, and marketing in the 21st

More

century,” Tercek writes. “Whatever can be information will be. The secret to success when technology is driving change rapidly in an established industry is to envision the unthinkable.”

Drawing on his twenty-two year career at the cutting edge of digital innovation, Tercek provides an eye-opening look into the future of industry and government in

VAPORIZED. He discusses how thousands of startup companies are copying Uber’s example, replacing physical products with on-demand services; how Bitcoin’s next trick is to vaporize the corporation; how companies like Airbnb have not only undercut the price of traditional products, but have also fueled demands from citizens to abolish regulations that protect entrenched rivals; how the top venture capital firms fund companies that democratize consumer access to information and what this means for the rise and fall of future businesses; and much more. Among Tercek’s insights:

- **What happens to TV companies will eventually happen to every company that goes through the Vaporized process.** Digital substitutes are permanently destroying demand for television programming. Tercek asks business leaders to consider what would happen if their products were replaced with digital substitutes, and if every customer could suddenly participate in designing the next version. He urges them to ask, “How might my business get vaporized? Is my company prepared to make the massive shift that the successful companies have made? Or are we focusing our efforts on a rear-guard defense of a crumbling business model?”

- **Life in the App Dictatorship.** In the networked economy, as more and more people use any given platform, the more valuable and irresistible it becomes. Digital market leaders control their categories, matching buyer and seller exactly like the switchboard at the heart of the telecom network connects a phone call. Just one company emerges as the leader in each category – hence the massive and growing clout of Facebook, Apple, and Google. Tech developers must find a way to thrive despite this enormous imbalance of power. Tercek offers a variety of survival strategies, such as finding a way to monetize one’s app outside of the app ecosystem, building direct channels to consumers, and carefully studying the Internet giants – since any tweak to their ecosystem will have an enormous ripple effect.

- **How to Win The Big Data War.** On digital networks, companies track every detail of every transaction. “Data is fast becoming the most valuable asset of any company,” says Tercek, “but unless it is managed effectively, data is a liability, not an asset.” The

More

key to success is to control the data layer, a fog of information released when products, services, and customer transactions are networked. For their very survival, businesses must define their "proprietary data asset," and retool their business process to exploit (or at least protect) it before their competitors do.

- **The Internet of Homes, Cars, and Cities.** Tercek argues that, during the next five years, the biggest trend in consumer products, durable goods and utilities will be the addition of networked intelligence via microprocessors and wireless connectivity. This will encompass appliances, vehicles, garments, streetlights, warehouses, turning the whole city into a computing platform. "Entire product categories will be reinvented, mature businesses will be upended, and new entrants will dominate," the author says. Apple and Google are poised to extend their hegemony by making the smartphone the hub of this burgeoning category.

- **Retail 3.0.** Thanks to mobile and in-store devices, brick and mortar retailers are finally striking back against online shopping. Tercek discusses a variety of tactics to reinvent retail in the Vaporized Era. These include: beacons that provide instant coupons or concierge service to shoppers who check in upon arrival; "digital delights" like "social media mirrors" enabling people to see how they look in a variety of virtual outfits; and the vaporized store (putting the stores where the customers are – like subway stations – and enabling them to order goods digitally and have them delivered to their homes).

- **Robotics and the Vaporization of Labor.** Robots are coming to steal our jobs, scream the headlines. Tercek explores the kinds of jobs that are, in fact, being replaced by artificial intelligence, and what sectors are next in line to be taken over by software-driven automation. He also describes work that will remain for humans – "jobs that involve manual dexterity, good estimates, and snap judgments in unpredictable circumstances, custom solutions to unusual problems" – and discusses how our education system must change to prepare people for tomorrow's workforce.

Digital technology has upturned entire industries and irrevocably altered the way we live, work, and do business. And this is only the beginning. In **VAPORIZED**, Robert Tercek explores how this will impact us all both professionally and personally, and offers a blueprint for success in this brave new world.

#

ABOUT THE AUTHOR

ROBERT TERCEK invents the digital future. He has launched satellite TV networks, the first video on mobile phones, multimedia games, and live interactive learning programs. He provides strategic insight to Turner Broadcasting, InterPublic Group, PBS, and other firms. He previously served in executive leadership at MTV, Sony Pictures Entertainment, and most recently as President of Digital Media at OWN: The Oprah Winfrey Network.