



Vaporized: Solid Strategies for Success in a Dematerialized World

Robert Tercek

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“If you’re in the information business (and we all are in the information business), Tercek’s urgent manifesto will help you see the future, so you can prepare for it.” - Seth Godin

Brace yourself for enormous changes ahead. Familiar fixtures of the economic landscape, including retail stores, physical products, corporations and even human workers, are about to be vaporized—replaced by digital information.

A novel combination of new technologies— mobile, cloud, crowd, artificial intelligence -- are reconfiguring every economic sector and industrial system on the planet. Even industries that were long considered immune to digital transformation are suddenly vulnerable to rapid dematerialization: now automobiles, hotels, health care, and higher education can be replaced by an app-enabled marketplace.

The process of vaporization is relentless and all-pervasive. For consumers this change is as bewildering as it is exhilarating. For CEOs of old-school firms, the change is terrifying. But for startup Internet companies, it's the greatest landgrab since the Gold Rush.

In Vaporized, innovation expert Robert Tercek shows us how this process works and takes us to the front line of digital transformation. Tercek provides an essential guide to this vaporized world, with proven strategies for those who want to master the process.

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