

BUSINESS TRENDS

DISRUPT OR BE DISRUPTED

RANDY GAGE

In the areas of marketing, management, and leadership, there will be more disruptive change in the next 10 years than occurred in the last thousand, and 2013 will provide some serious clues on where it all is going.

Prosperity expert Randy Gage reveals the changes that will shape business, technology, and society in 2013 for businesses and entrepreneurs.

THE TOP 7 DISRUPTIVE TRENDS THAT WILL MAKE "CHAOS THE NEW CALM" IN 2013:

Shopping Goes Virtual - "Virtual malls" led by QR stores at locations where people with smart phones congregate will be the new prime real estate for online shopping.

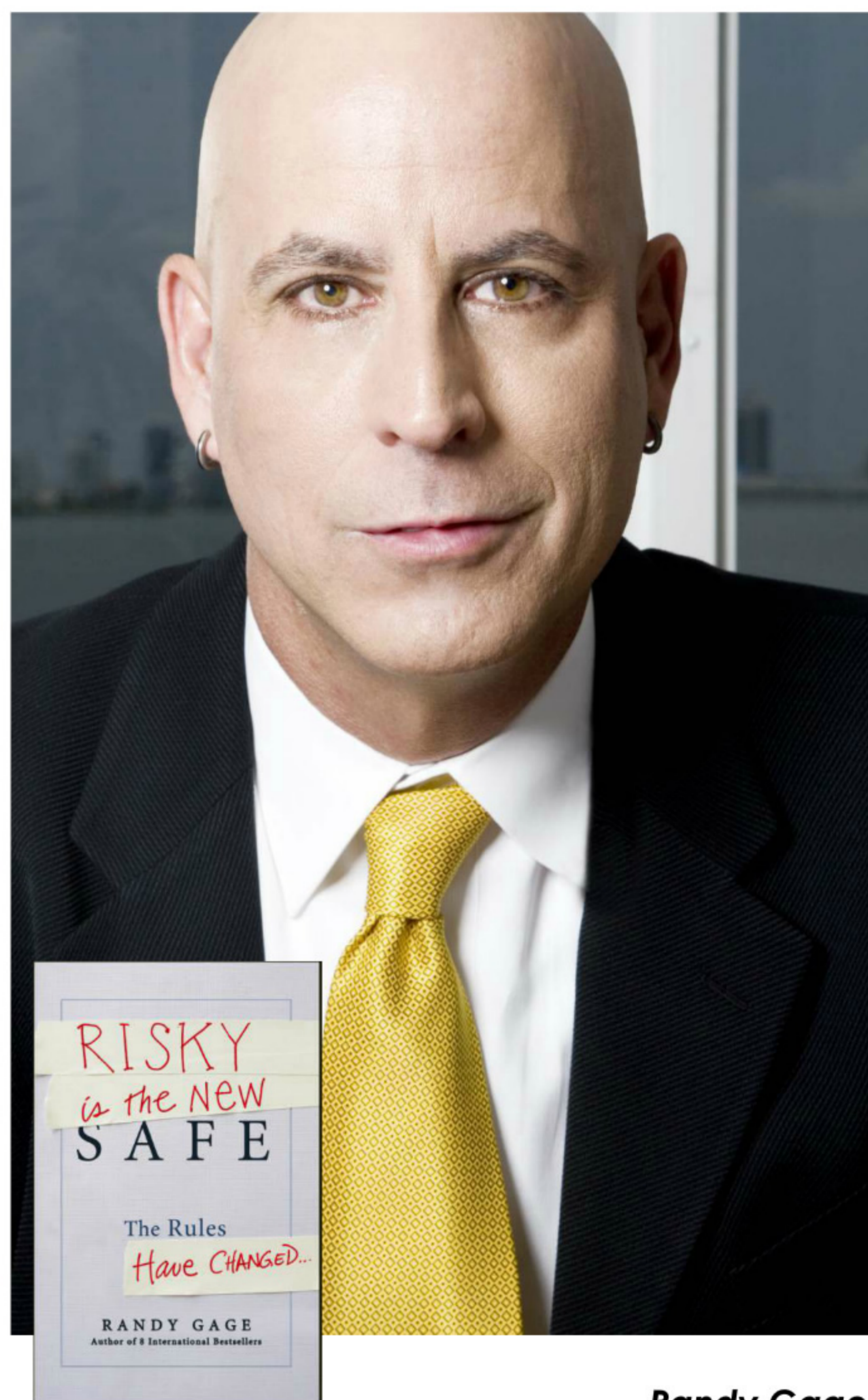
The Printer Strikes Back - Advances in 3-D printing will bring cataclysmic upheaval in manufacturing. The impact will cascade down into distribution, fulfillment and other support industries.

TabletMania - Look for a big spike in eBooks, eMagazines and other publications that are easy to read on tablets. Video programming for tablets is ripe for entrepreneurial development.

Mobile Wallets will eventually replace credit cards, debit card, currencies, and even banks. Whoever gets a leg up in 2013 gets a big head start.

"I Want My Streaming TV" - The battle over who controls streaming video promises to be the biggest fight in the next decade. The winner of that war may be decided by who controls the TV platform.

UnSocial Media - Bad companies lament "consumer activism" as irate customers expose their glaring weaknesses. Savvy companies will learn how to better use social media to connect with their tribes and monitor their brand in real time.



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Mobile App-ocalypse - Mobile apps and the cloud will change marketing more than direct mail, newspapers, radio, television, and the Internet combined. Everybody's taking about Big Data, but look for consumers to turn the tables. We'll see apps coming out using it against companies to get better selection and lower prices.

This next decade will rearrange the power structure in hundreds of industries and professions. The first movers who get in front in 2013 stand the best chance of success.

Randy Gage is a serial entrepreneur and the author of the New York Times bestseller, *Risky Is the New Safe*. For more information or to inquire about speaking opportunities, and to purchase his books, please visit www.randy-gage.com and discover the many ways you can improve your business, yourself and your life!