

DIGITAL TSUNAMI

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Louis Hernandez Jr.

ESSENTIAL LESSONS FROM THE DIGITAL FRONTIER

"Digital Tsunami is a landmark work that explores how digital transformation is not just a technological phenomenon but a cultural and economic one. Louis Hernandez Jr. challenges conventional thinking and equips readers with the tools to harness the convergence of technology and human value. His analysis of the 'digital tsunamis' reshaping industries is both insightful and empowering. This is essential reading for anyone aiming to thrive in an interconnected digital world.

JERRY PLUSH – Chairman and CEO, Amerant Bank.

DIGITAL TSUNAMI: NAVIGATING THE WAVE OF TRANSFORMATION

We are in the midst of the greatest technological upheaval in history—a "Digital Tsunami" sweeping across every facet of our lives. In Digital Tsunami, Louis Hernandez Jr., a seasoned leader in the worlds of media, finance, and eCommerce, takes you on an insightful journey through the origins, evolution, and future of this digital revolution.

From the rise of the internet to today's groundbreaking innovations, Hernandez unpacks how transformation in media, commerce, and finance is reshaping industries and redefining the human experience. The book culminates in an exploration a unified ecosystem, where all industries converge into a unified digital network, and introduces the transformative concept of Digital Lifetime Value—the critical currency of this new era.

With invaluable guidance for business leaders and individuals alike, this book equips readers to ride the wave of transformation, adapt to rapid change, and thrive in the digital era. The future is here. Will you ride the wave or be swept away?

LOUIS HERNANDEZ JR. is the founder, chairman and CEO, and major investor of Black Dragon Capital. He is an award-winning entrepreneur, successful operating executive and investor, philanthropist, and author. His focus and passion are to advance technology initiatives that enable the active collaboration and connection between individuals, teams, and businesses. He searches for disruptive technology that strengthens economic stability within communities, impact investing and outstanding returns. He is a sought-after leader, and advisor to global organizations and governments around the world.

Through his philanthropic organization, For A Bright Future Foundation (www.forabrightfuturefoundation.org), Hernandez has created unique programs in multiple geographies that actively supports the equal access of underprivileged and underrepresented children to healthcare, education, the arts, and leadership development. He has been on numerous not for profit and hospital board of directors aligned with the interest of his foundation. Hernandez is a prolific author with several published works to his name. His bibliography includes Too Small to Fail (2010), Saving the American Dream (2013), The Storyteller's Dilemma (2017), and his latest book, Digital Tsunami (2025).

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