

## ***Millennial Samurai: A Mindset for the 21st Century*** **Media Kit**

### **ABOUT THE BOOK**

In November 2012, former Nevada Attorney General George J. Chanos, Esq. suffered a major heart attack. His brush with death left him resolved to prepare his daughter and nephew for the future. His research, on their behalf, resulted in the 2016 publication of his first book, “Seize Your Destiny: Choices That Lead to a Happy, Successful, and Meaningful Life.” Further research and analysis of the social, economic and political changes likely to occur over the next 30 years as a result of the technological revolution led to the publication of his newest book, “Millennial Samurai: A Mindset for the 21st Century.”

“Millennial Samurai,” which surveys what Chanos describes as an unprecedented convergence of promise and peril, is designed to prepare millennials for a technological tsunami that will create rapid and unprecedented change.

While experts and pundits focus on individual talking points, Chanos connects divergent data points, creating an awareness of the future that encourages readers to look at the big picture, addressing topics as varied as artificial intelligence, technology and employment, economic inequality, fake news, tribalism, the malleability of the human brain, political dysfunction, collaboration and unity.

His core message is success and survival in the 21st century will require critical thinking, life-long learning, constant reskilling, continuous adaptation, a fidelity to core values and recognition of humanity’s profound interdependence.

### **ABOUT THE AUTHOR**

George J. Chanos, Esq. served as Nevada’s 31st Attorney General from 2005-07. In that role, he administered Nevada’s Department of Justice and acted as the state’s chief legal officer and advisor. He also successfully (9/0) argued — *Warton v. Bockting*, 549 U.S. 406 (2007) — before the United States Supreme Court.

Prior to serving as Nevada’s attorney general, Chanos had a distinguished legal career, representing individual and corporate clients on all matters relating to the growth and management of their businesses.

He currently serves as chairman of the board of Capriotti’s Sandwich Shop, Inc. With 110 stores in 19 states, Capriotti’s is one of the fastest growing quick service/ fast casual restaurants franchises in the country.

## **“MILLENNIAL SAMURI” EXCERPTS**

### **From a chapter on technology and employment:**

New technologies like robotics and artificial intelligence will radically change the nature of employment. They will allow for improvements in productivity, efficiency, safety, and convenience. They will also create downward pressures on wages and an urgent need for education and retraining.

Economist John Maynard Keynes made the prediction decades ago that society is heading toward a period of technological unemployment. Keynes predicted that society would discover ways to increase labor efficiency more rapidly than it would find new uses for labor.

In “The Second Machine Age,” Erik Brynjolfsson and Andrew McAfee of the Massachusetts Institute of Technology (MIT) asked what jobs will be left once computing power enables inexpensive, computerized solutions to problems that previously required costly human engagement.

As machines evolve and acquire greater performance capabilities that match or exceed human capabilities, the adoption of automation will increase.

Some estimate that about 60% of all occupations have at least 30% of activities that can be automated based on currently available technologies.

In “The Future of Employment: How Susceptible Are Jobs to Computerization?” Carl Benedikt Frey and Michael A. Osborne estimate that 47% percent of total U.S. employment is in the high-risk category of potentially becoming automated over the next several decades. On a global scale, McKinsey estimates that the adaptation of currently demonstrated automation technologies could affect 50% of the world economy, or 1.2 billion employees and \$14.6 trillion in wages over the next two decades. By replacing human workers, machines often reduce labor costs, liability, management duties, and space requirements.

It will be hard for employers to resist these increased efficiencies. Target, CVS, and Kohl’s are all deploying more self-checkout machines. More than 150 companies, like Amazon, Zippin, BingoBox, and Standard Cognition are developing cashier-free retail options.

Walmart is deploying floor-cleaning robots. In the financial sector, “robo-advisors” are already making investment decisions, which means that wealth managers everywhere may soon need to find new work. Journalists will be replaced on a massive scale. Algorithms already exist that can write articles, and even books, with minimal human involvement. By the end of 2020, it is expected that machines will publish one-fifth of all business content.

Adidas has opened a robotic manufacturing plant in Germany called the Speedfactory. It eliminates the six-week shipping time from suppliers in Asia to Europe. More than 9 million people across Southeast Asia are dependent on textiles, clothing, and footwear jobs. Technology

like the Speedfactory will put millions out of work. It will also make goods more accessible and reduce costs.

A significant percentage of the current 3.6 million fast food workers will be impacted by the use of machines designed to do their jobs faster, more efficiently, and more cost effectively. Calls for increases in the minimum wage will only accelerate the transition to increased automation. A study at the University of Washington found that an increase in Seattle's minimum wage resulted in workers receiving fewer hours, resulting in a net loss of income.

Educational systems have not kept pace with the changing nature of work or technology resulting in many employers already saying they cannot find enough workers with the skills they need. In a McKinsey survey of young people and employers, 40% of employers said "lack of skills" was the main reason for entry-level job vacancies. The survey identified gaps in technical skills such as STEM subject degrees and deficiencies in soft skills such as communication, teamwork, and punctuality. Today, 30 to 45% of the working-age population around the world is underutilized — unemployed, inactive, or underemployed. Seventy-five million youth are unemployed globally. Advances in automation will increase these numbers.

**From a chapter on Attitude:**

Successful people use affirmations, repeated several times each day, to reprogram their subconscious with positive thinking.

They choose to think positive thoughts. They visualize positive results. They create their own positive reality by thinking positively and visualizing their success. Studies have shown that these practices actually rewire our unconscious brains and increase our opportunities for success. Nelson Mandela used visualization to maintain a positive attitude while being imprisoned for 27 years. "I thought continually of the day when I would walk free. I fantasized about what I would like to do," he wrote in his autobiography.

Oprah Winfrey, American media owner, talk show host, actress and producer tells us, "The greatest discovery of all time is that a person can change his future merely by changing his attitude."

We are all influenced by our respective environments. We all encounter difficulty and disappointments — some more severe than others. We may have had to endure intense physical or emotional pain or the loss of a loved one. When thinking about your personal trials, tragedies, and disappointments, remember that no matter how bad you think your experiences may be, many people face challenges and disappointments that are far worse than yours.

Habitual bad attitudes are often the product of past experiences and events. Common causes include low self-esteem, stress, fear, resentment, anger, and an inability to handle change. It takes work to examine the roots of a harmful attitude, but the rewards of ridding yourself of this emotional baggage can last a lifetime.

Life is about choices. It is not what happens to you that matters, it's how you choose to respond and how you choose to think about it, how you choose to allow it to affect you. These are the things that matter, and they are entirely within your control.

**From a chapter on Economic Inequality:**

Tens of millions of people in America are desperate. They have no way out. Deaths by drugs and suicide rates, for the bottom 60% of America's population, have doubled since 2000. Sooner or later, this hopelessness and despair are going to find an outlet — quite possibly a violent one.

Millions of Americans are already calling for the government to “do something.” Some are calling for a “universal basic income.”

Jeffrey Sachs, a professor of sustainable development at Columbia University proposes a single-payer healthcare system modeled on countries like Canada and Australia, overhauling the economics of higher education, better school-to-work transition programs, a wealth tax, and an infrastructure program that would increase employment and training opportunities for workers.

Others are calling for a clean slate — to wipe out their debts. The idea of erasing debts to reset the financial system is not new. In fact, in the Bible, it's referred to as a “jubilee.” If you're unfamiliar with the term, it comes from The Old Testament, the Book of Leviticus, chapter 25. Pope Boniface VIII proclaimed the first Christian Jubilee in 1300. Since then, it's been used dozens of times, when anger among a population hits extreme levels.

Carla Reinhart of Harvard University and Stephen Roach of Yale University have already advocated for a debt jubilee in the U.S. London School of Economics Professor David Graeber says, “We are long overdue for some kind of Biblical-style jubilee... it would relieve so much genuine human suffering.”

Paul Kedrosky, a senior fellow at the Kaufman Foundation (a liberal think tank), says, “We need a fresh start, and we need it now... we need... a jubilee.” A jubilee, which wipes the slate clean for millions of the most indebted Americans and resets the financial system, may become the leading political issue in years to come.

Iceland used a jubilee to restructure mortgages that were underwater. Croatia used a jubilee in 2015 to wipe out millions in consumer debt. The idea of a debt jubilee has become the de facto solution when debts can't be paid. President Donald Trump even suggested a debt jubilee, for all of Puerto Rico's bond debt, after Hurricane Maria. In 1841, the laws in America were temporarily changed so that debtors could be discharged of their debts — without the consent of their creditors.

It must be understood, that a jubilee does not come without cost. It would redistribute trillions of dollars from those who have invested and saved — to those who can no longer pay their debts. The stock market would experience huge losses. Some banks would close. Many companies

would go bankrupt. Millions would lose their savings overnight. But while the cost of a jubilee would be high, it must also be understood that inaction also has a cost.

## **Q&A**

**\*Each question is answered by George J. Chanos.**

### **Q: What was it like serving as Nevada’s Attorney General and arguing before the United States Supreme Court?**

**A:** Both were extraordinary experiences. Each provided a unique opportunity to make significant contributions to my community. As attorney general, I was able to have an influence on state policy and law. In arguing before the U.S. Supreme Court, I had an opportunity to help define national and constitutional law. Both allowed me to serve others and advance the public interest.

### **Q: You’ve also had a very successful business career, making millions in real estate, law and business. Can you tell us about one of your more interesting deals?**

**A:** I’ve been involved in many interesting deals. Over the past 30 years I’ve helped clients achieve their goals in a broad range of industries and professions. I’ve negotiated the purchases and sales of multiple properties and businesses worth millions. In one deal, I bought a property for \$2.5 million and sold it for \$10 million the following year.

### **Q: You’re also the chairman and a major owner of Capriotti’s Sandwich Shops, a 40-year-old, 110-store franchise that AOL called the “Greatest Sandwich in America.” Can you tell us a little about that?**

**A:** Capriotti’s is one of the fastest growing fast casual concepts in the country. I was part of a group that acquired the company in 2008. We have grown the company from 40 stores to more than 100, and we’re now in 19 states. We also have an additional 100 stores under contract in the pipeline. It is a high-quality sub sandwich shop that has a national following of “raving disciples.” The food is exceptional, with some of the highest scores of food taste in the country for any franchise.

### **Q: To what do you attribute your personal and professional success?**

**A:** I credit four core values with laying the foundation for whatever success I have achieved — character, courage, commitment and compassion. I write about these core values in my books. I also have a true love of learning, and I’m willing and able to adapt to changing circumstances. I’m very curious, and I always look for opportunity in adversity. I’m constantly looking for value and opportunity, especially in failure. I leverage my strengths and mitigate my weaknesses. And I believe in myself and in others. I’m also very open to, and seek out, alternative perspectives. All of these mindsets contribute to success.

### **Q: What made you write “Seize Your Destiny” and “Millennial Samurai,” and what are they about?**

**A:** I wrote both books to offer guidance and direction to my family and to others who believe they can profit from my insights and experiences. Both books provide an easy-to-read road map

to a happier, more successful and more meaningful life. They discuss the opportunities and challenges ahead and provide insight, guidance, encouragement and direction to anyone who wants more out of life. Rather than provide an in-depth discussion of select issues, both books survey a broad spectrum of critical issues — from how the brain functions and mindsets develop, to how you can overcome your fears, develop courage and take action. “Millennial Samurai” also explores and discusses the Technological Revolution and the opportunities and challenges presented by the 21st century.

**Q: Where can readers get your books?**

**A:** “Seize Your Destiny” is available anywhere books are sold, and both books are available on Amazon.

**Q: What do you believe young people need to know about the future?**

**A:** I answer that question in detail in my books. The most critical takeaways are that the future will require a mindset that invites success, encourages collaboration and embracing change. It will require a true love of learning, critical thinking, continuous adaptation and re-skilling, empathy and compassion.

**Q: What are some of the most compelling opportunities you see available to young people today?**

**A:** The ability to learn is now virtually unlimited, due to the internet. This represents perhaps the greatest opportunity. The ability to create and design new business models and solutions that have never existed before is another significant opportunity. Crowdfunding, the democratization of media, and the accessibility of tools that create increased personal empowerment also offer unprecedented opportunities. Today, you can literally invent your own future.

**Q: What do you believe are some of the most significant challenges people will face in the future?**

**A:** Automation will create massive unemployment. People will need to re-skill. The educational system that was designed for the Industrial Revolution is grossly inadequate to provide the training required for the Technological Revolution. The malleability of the human brain will present major challenges. The human brain represents both our greatest strength and our greatest weakness. The Technological Revolution will present ethical and moral challenges that will be entirely unprecedented. Changes to the planet and our global ecosystem will present monumental issues. Geometric increases in population, further exploitation of our natural resources, hunger and water shortages will present major challenges.

**Q: What do you believe people should be doing to move their lives forward in a positive direction?**

**A:** Develop a love of life-long learning. Learn more about how the brain functions. Understand the power that we all have to design and lead happier, more satisfying and more meaningful lives. Embrace change. Improve our minds. Understand humanity’s profound interdependence and the importance of empathy and compassion. Develop the skills that are uniquely human

while learning how to dance with machines. Believe in and recognize the value and the potential in yourself and others.

### **READER TESTIMONIALS: “SEIZE YOUR DESTINY”**

“I grew up in a broken home, raised by a single mom who had trouble keeping the lights on. Your book spoke to me like the father I never had. Great insights. I couldn’t agree with you more. Thank you for writing it.” — *Raphael Delgado*

“This book has really helped me with a challenge at home, preparing my 14-year-old son for boarding school. He is a fun, happy, smart and kind boy with an excellent sense of humor. But his downfall is his lack of planning and ability to focus on the here and now. He, like a lot of young teenage boys, is full of fearless energy, but little to no direction. This book has been a road map for me. I keep finding entertaining stories to share with my son. For instance, he was impressed in your chapter on negotiating deals. You explained how you were able to turn \$2 million into \$20 million, in less than two years! But it was your many chapters tackling issues like character, courage, work ethic, honesty and education and preparedness in the workplace that really resonated with me. These are the sort of qualities most parents want for their children but are too frazzled to know how to broach with their youngsters.” — *Anne Mazzola*

“This book helped me to realize that I really do have control over my destiny. It claims to provide a road map to success, and it delivers. It takes you step-by-step through the process. It explains why you need to take inventory of your strengths and leverage those strengths. It helps you to focus on what your passions are, make good decisions, and develop a plan of action. It explains why core values like character, courage and commitment are important. It discusses the importance of attitude and mindset.” — *Kenneth Chang*

“This book does a great job of explaining to young people how to apply basic values — personal responsibility, hard work and perseverance — to achieve success in their lives. Many people (not just young people) look for shortcuts to find success and fulfillment. As adults, we know that life does not work that way. Unfortunately, this simple lesson is often times learned the hard way. This book can help young people choose the right path and stay on it without making some of the more painful mistakes along the way.” — *Juanita Santoro*

## **ARTWORK \* INTERVIEWS \* REVIEW COPIES \* PUBLIC APPEARANCES**

Images are available in all formats (i.e. .jpg, .tiff & .eps) and can be emailed or provided as a custom digital link. Images available include: book cover, author headshot.

Review copies of the book are available to all bona fide members of the media.

Interviews with author George J. Chanos can be scheduled.

Public appearances/presentations can be scheduled.

### **“MILLENNIAL SAMURAI” QUICK HITS**

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