

# Expert: Casino industry must innovate

By Richard N. Velotta, Las Vegas Review-Journal

The casino industry may find its business model vaporized like travel agencies, DVD stores and land lines unless leaders transform themselves with innovation, a speaker at a one-day innovation conference in Las Vegas said.

Southern California-based Rob Tercek, founder and president of General Creativity Consulting and the author of "Vaporized: Solid Strategies for Success in a Dematerialized World," told gaming industry professionals that rapid changes in mobile social gaming and the casino industry's inability to keep up will drive customers away with every innovative breakthrough.

Tercek was the closing keynote speaker at Innovation Day, sponsored by the American Gaming Association and technology consultant PwC, at Encore on Tuesday.

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