

Nationally renowned author, Jonathan Taplin, to come to Chattanooga as part of an exclusive book tour

Taplin's tour highlights his newest book, 'The End of Reality,' is set to come out in September 2024 and will be featured in Variety Fair.

THE COMPANY LAB FOR IMMEDIATE RELEASE

Date

Angela Poffenbaugh – C: 704.956.6912

CHATTANOOGA, TENN. — The Company Lab (CO.LAB), in partnership with EPB, is thrilled to announce that nationally acclaimed author [Jonathan Taplin](#) will be unveiling excerpts from his highly anticipated book, 'The End of Reality: How Four Billionaires Are Selling a Fantasy Future of the Metaverse, Mars, and Crypto,' to the Chattanooga community. The [event](#) will take place at the Chattanooga Whiskey Hall on Sept. 18th and is open to the public. This is part of his nationwide book tour, where Taplin has chosen Chattanooga as a key stop to engage with local audiences and discuss the thought-provoking themes presented in 'The End of Reality.'

"We are thrilled to host Jonathan Taplin in Chattanooga," said CO.LAB CEO Tasia Malakasis. "As a leading organization committed to fostering innovation and supporting entrepreneurs, we believe it's crucial to engage in conversations that critically examine the technology and business landscape."

Taplin is known for previous work like 'Move Fast and Break Things' and 'The Magic Years: Scenes from a Rock-and-roll Life.' He was appointed to the California Broadband Task Force and the City of Los Angeles Technology and Innovation Council. He was named one of the 50 most social media savvy professors in America by Online College and one of the 100 American Digerati by Deloitte's Edge Institute.

"When it comes to the evolving technology landscape, we need to discuss the proper ways to create useful technology for the greater good," said Taplin. "Unfortunately, the richest leaders in the tech industry aren't doing that. This is something that can't be overlooked; it needs to be analyzed. On top of that, we need to be putting a deeper focus on the smaller tech leaders who could make a genuine impact in our society."

Taplin will be at the Chattanooga Whiskey Hall on September 18th from 5 p.m. to 7 p.m., where this [event](#) will be open to the public and media. He is also available for virtual interviews before his appearance in Chattanooga.

FOLLOW THE COMPANY LAB: For the most up-to-date information regarding The Company Lab, please follow us on Instagram ([@thecompanylab](#)), Twitter ([@thecompanylab](#)) and Facebook ([The Company Lab](#)) or visit <https://www.colab.co/>.

ABOUT EPB: EPB is an independent board of the City of Chattanooga which began serving customers in 1939 and today reaches a 600-square-mile service territory including the city of Chattanooga, Tennessee, and the surrounding area. With the mission of enhancing quality of life in our community, EPB operates the most advanced and highly automated smart grid power distribution system in the United States and has received recognition from J.D. Power for Best Customer



The **Company** Lab
Accelerate to Scale

110 Somerville Ave, Suite 266
Chattanooga, TN 37405
P. 423.281.0811

Satisfaction for Residential Electric Service in the South among Midsized Utilities over the last seven consecutive years. In 2010, EPB launched the country's first community-wide Gig speed internet and still operates the world's fastest community-wide internet service today at speeds up to 25 Gig. Committed to keeping Chattanooga on the cutting edge, EPB announced the creation of America's first commercially available quantum network in 2022: EPB Quantum NetworkSM powered by Qubitekk. Learn more at epb.com.