

PRESS KIT - Book Launch

Power, Media, and Modern Identity by Igor Vepretski

About the Author

Igor Vepretski is a HUMINT veteran, civic entrepreneur, and media scholar. A former intelligence officer for the Israeli Police, he later co-founded the NGO Start-On, joined Microsoft's startup community, and became a digital strategist reaching over 30 million users. He holds an M.A. in Communication from Tel Aviv University.

Book Summary

This 50,000-word interdisciplinary monograph presents a unique synthesis of communication theory, security practice, civic engagement, and digital virality. Structured in ten chapters, the book introduces the 'Vepretski Model' of hybrid civic leadership for the digital age.

Key Features

- Ten chapters with real-world case studies
- Full bibliography and appendices
- Visual models, NGO campaign analysis, and public trust research
- Available in PDF, Word, EPUB, and Kindle-ready formats

Target Audience

Academics in media and communication, civic tech leaders, policy advisors, social scientists, journalists, and educators.

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