



Hit Makers: How to Succeed in an Age of Distraction (Paperback)

By Derek Thompson

Penguin Books, 2018. Paperback. Condition: New. Reprint. Language: English . Brand New Book. NATIONAL BESTSELLER This book picks up where The Tipping Point left off. -- Adam Grant, Wharton professor and New York Times bestselling author of ORIGINALS and GIVE AND TAKE Nothing goes viral. If you think a popular movie, song, or app came out of nowhere to become a word-of-mouth success in today's crowded media environment, you're missing the real story. Each blockbuster has a secret history--of power, influence, dark broadcasters, and passionate cults that turn some new products into cultural phenomena. Even the most brilliant ideas wither in obscurity if they fail to connect with the right network, and the consumers that matter most aren't the early adopters, but rather their friends, followers, and imitators -- the audience of your audience. In his groundbreaking investigation, Atlantic senior editor Derek Thompson uncovers the hidden psychology of why we like what we like and reveals the economics of cultural markets that invisibly shape our lives. Shattering the sentimental myths of hit-making that dominate pop culture and business, Thompson shows quality is insufficient for success, nobody has good taste, and some of the most popular products in...



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