



## Trust Me I'm Lying

By Ryan Holiday

Profile Books, 2018. Paperback. Condition: New. In 2016, fake news became real news - as its consequences became crushingly obvious in a year of political upsets and global turmoil. But it's not new - you've seen it all before. A malicious online rumour costs a company millions. A political sideshow derails the national news cycle and destroys a candidate. Some product or celebrity zooms from total obscurity to viral sensation. What you don't know is that someone is responsible for all this. Usually, someone like Ryan Holiday. Ryan is a media manipulator. In a world where blogs control and distort the news, his job was to control blogs - as much as any one person can. In today's culture. 1) Blogs like Breitbart, BuzzFeed and the Huffington Post drive the media agenda. 2) Bloggers are slaves to money, technology, and deadlines. 3) Manipulators wield these levers to shape everything you read, see and watch - online and off. Why is he revealing the secrets of his trade? Because he is tired of a world where blogs take indirect bribes, marketers help write the news, reckless journalists spread lies, and no one is accountable for any of it. After recent events, he's pulling back the curtain because...



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