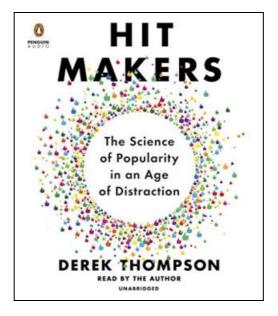
Hit Makers: The Science of Popularity in an Age of Distraction



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Reviews

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(Coleman Kreiger)

HIT MAKERS: THE SCIENCE OF POPULARITY IN AN AGE OF DISTRACTION



Penguin Audiobooks, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. NATIONAL BESTSELLER A Book of the Year Selection for Inc. and Library Journal 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 history were one bad break away from utter failure. It may be a new world, but there are some enduring truths to what audiences and consumers want. People love a familiar surprise: a product that is bold, yet sneakily recognizable. Every business, every artist, every person looking to promote themselves and their work wants to know what makes some works so successful while others disappear. Hit Makers is a magical mystery tour through the last century of pop culture blockbusters and the most valuable currency of the twenty-first century--people s...



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