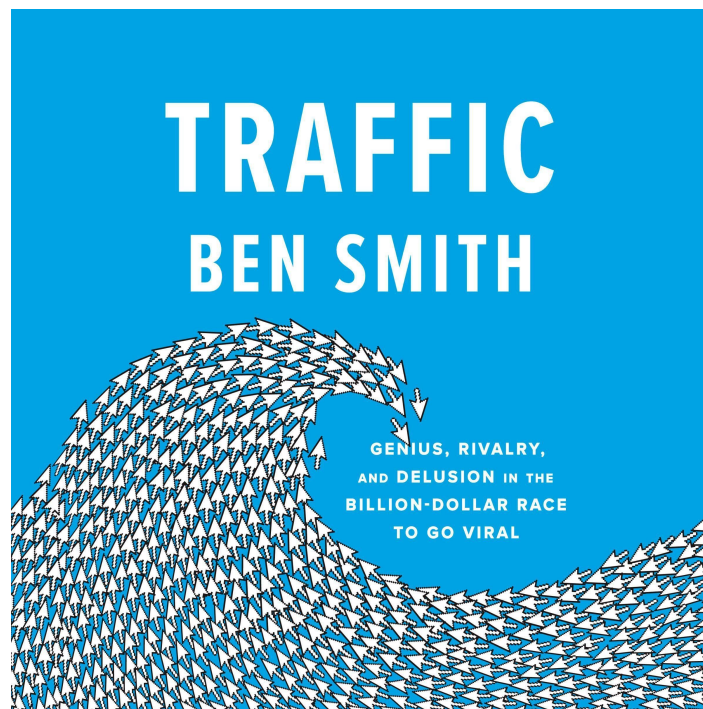


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Traffic: Genius, Rivalry, and Delusion in the Billion-Dollar Race to Go Viral

Description :

Enrossing and suspenseful.quot#8212The New York Times#8220Exertly pulls readers in.#8221#8212The Guardian#8220Smth sharply chronicles the revolutionary moment.#8221#8212Financial TimesThe origin story of the post-truth age: the candid inside tale of two online media rivals, Nick Denton of Gawker Media and Jonah Peretti of HuffPost and BuzzFeed, whose delirious pursuit of attention at scale helped release the dark forces that would overtake the internet and American societyIf attention is the new oil, Traffic is the story of the time between the first gusher and the perceptible impact of climate change. The curtain opens in Soho in the early 2000s, after the first dot-com crash but before Google, Apple, and Facebook exploded, when it seemed that New York City, rather than Silicon Valley, might become tech#8217scenter of gravity. There, Nick Denton#8217smerry band of nihilists at his growing Gawker empire and Jonah Peretti#8217ssunnier team at HuffPost and BuzzFeed were building the foundations of viral internet media. Ben Smith, who would go on to earn a controversial reputation as BuzzFeed News#8217seditor in chief, was there to see it, and he chronicles it all with marvelous lucidity underscored by dark wit.Traffic explores one of the great ironies of our time: The internet, which was going to help the left remake the world in its image, has become the motive force of right populism. People like Steve Bannon and Andrew Breitbart initially seemed like minor characters in the narrative in which Nick and Jonah were the stars. But today, anyone might wonder if the op#82173poste wasn#8217ttthe case. To understand how we got here, Traffic is essential and enthralling listening.