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Hit Makers: The Science of Popularity in an Age of Distraction by Derek Thompson is a very highly recommended examination of popularity of things and how and why they gained their status. This is an engrossing look at popularity. Thompson has a comfortable writing style that is full of anecdotes and examples.

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left off ." -- Adam Grant, Wharton professor and New York Times bestselling author of ORIGINALS and GIVE AND TAKE. Nothing "goes viral."

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### **Amazon.com: Hit Makers: How to Succeed in an Age of ...**

"Hit Makers," his first book on the secret histories of pop culture hits and the science of popularity, comes out in February 2017.

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He has appeared on Forbes' "30 Under 30" list and Time's "140 Best Twitter Feeds."

### **Hit Makers (□□)**

- Hit Makers is published by (Allen Lane). To order a copy for £15 (RRP £20) go to [bookshop.theguardian.com](http://bookshop.theguardian.com) or call 0330 333 6846. Free UK p&p over £10, online orders only.

### **Hit Makers by Derek Thompson review - how things become ...**

— Derek Thompson, Hit Makers: The Science of Popularity in an Age of Distraction. tags: books, daydreaming, reader, reading, reading-books. 5 likes. Like "A new scientific truth does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die, and a new generation grows up that is ...

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### **Hit Makers Quotes by Derek Thompson - Goodreads**

In Hit Makers: The Science of Popularity in an Age of Distraction (Penguin Press, 344 pp., \*\*\*\* out of four stars), Thompson, a senior editor at The Atlantic, has written a wonderful book full of...

### **New book 'Hit Makers' hits all the right notes**

Hit Makers: The Science of Popularity in an Age of Distraction by Derek Thompson “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

### **Derek Thompson: "Hit Makers: The Science Of Popularity In ...**

Hit Makers: The Science of Popularity in an Age of Distraction by Derek Thompson, Penguin Press, 352 pages, \$28.00, Hardcover, February 2017, ISBN 9781101980323 Derek Thompson's new

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book, Hit Makers , is about many things, including the mysteries of beauty and goose bumps, but it is, at its core, about the commerce of culture and the how technology has altered the path to popularity over time.

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

Most books on what makes a hit are rubbish. So I was not expecting much from Derek Thompson's "Hit Makers: The Science of Popularity in an Age of Distraction." As one who popularizes new ideas for a living, I don't expect to pick up more than a couple of ideas while studying a book that moves my brain into thinking more about a topic.

### **Hit Makers by Derek Thompson | Audiobook | Audible.com**

In his new book "Hit Makers: The Science of Popularity in the Age of Distraction," Derek Thompson takes issue with some common



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perceptions about how ideas, products and cultural offerings achieve...

### **Full transcript: 'Hit Makers' author Derek Thompson on ...**

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