



Wired - A Romance

Gary Wolf

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The Electric Kool-Aid Acid Test for our own age, the story of a dreamer who turned American media upside down—and suffered the consequences

Louis Rossetto had no money, no home, no job. Five years later he owned the hottest magazine in America and was poised to become an international tycoon, with America's most powerful financiers by his side.

Rossetto was the founder and editor of *Wired*, whose hyperactive Day-Glo pages proclaimed that every American institution was obsolete. Instantly, *Wired*, was everywhere—on television, passed around the halls of Congress, displayed in the office of the president of the United States. *Wired*'s headquarters in San Francisco became a pilgrimage site for everybody who wanted to be at the white-hot center of the digital revolution. Not since the early days of Jann Wenner and *Rolling Stone* had anybody so brilliantly channeled the enthusiasms of his era.

But this was only the beginning. *Wired* cast an uncanny spell, creating a feedback loop that grew stunningly out of control. *Wired*'s online site, HotWired, designed and sold the first banner advertisements for the World Wide Web, unleashing a commercial frenzy. *Wired*, reached for empire, with a book-publishing company, a broadcast division, and foreign editions all over the globe. But as the market's enthusiasm outstripped the limits of reason, Rossetto faced a battle over the fate of *Wired* that would prove the ultimate test of his radical ideas.

Gary Wolf, one of *Wired*'s most popular writers, takes no prisoners in this insider's account, telling a story that is alternately thrilling, hilarious, heartbreaking, and absurd. Now that bumper stickers read-ing please god—just one more bubble have been sighted on the highways of California, *Wired—A Romance* goes beyond the dot.com clichés and paints a deeply affecting portrait of the boom.

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Homer Douglas:

A lot of people always spent their own free time to vacation as well as go to the outside with them household or their friend. Do you know? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. If you wish to try to find a new activity here is look different you can read any book. It is really fun for yourself. If you enjoy the book that you simply read you can spent 24 hours a day to reading a guide. The book *Wired - A Romance* it is very good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. In the event you did not have enough space to develop this book you can buy the e-book. You can m0ore effortlessly to read this book out of your smart phone. The price is not to cover but this book features high quality.

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