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**Hit Makers  
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# **Popularity In An Age Of Distraction**

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"Hit Makers is thoughtful and thorough, a compelling

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book .... a terrific look  
at what makes a hit,  
from the Mona Lisa to  
Donald Trump.” — Vox

“This entertaining look  
at the creation of  
blockbusters... takes  
on many creators' and  
marketers'

assumptions... Hit  
Makers coats science  
in compelling story” —  
Inc "Fascinating ...

Thompson has huge  
enthusiasm for his  
topic and has amassed  
an amazing amount of

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material, including  
many offbeat and  
engaging stories. ...

## **Amazon.com: Hit Makers: The Science of Popularity in an**

...

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

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gained their status.

This is an engrossing  
look at popularity.

Thompson has a  
comfortable writing  
style that is full of  
anecdotes and  
examples.

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

Hit Makers is a magical  
mystery tour through  
the last century of pop  
culture blockbusters

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and the most valuable  
currency of the twenty-  
first century--people's  
attention. From the  
dawn of impressionist  
art to the future of  
Facebook, from small  
Etsy designers to the  
origin of Star Wars,  
Derek Thompson  
leaves no pet rock  
unturned to tell the ...

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“Hit Makers is  
*Page 9/24*

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thoughtful and thorough, a compelling book .... a terrific look at what makes a hit, from the Mona Lisa to Donald Trump.” — Vox  
“This entertaining look at the creation of blockbusters... takes on many creators' and marketers'

assumptions... Hit Makers coats science in compelling story” — Inc  
“Fascinating ... Thompson has huge enthusiasm for his

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topic and has amassed an amazing amount of material, including many offbeat and engaging stories. ...

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

Hit Makers: The Science of Popularity in an Age of Distraction.  
Derek Thompson. "This book picks up where The Tipping Point left off ." -- Adam Grant,

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Wharton professor and  
New York Times  
bestselling author of  
ORIGINALS and GIVE  
AND TAKE. Nothing  
“goes viral.”.

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

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

**Hit Makers ( )**

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- 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

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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 ...

**Hit Makers Quotes**

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Science Of  
**by Derek Thompson**

**- Goodreads** In An

Age Of Distraction  
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

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by Derek Thompson

“This book picks up  
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Grant, Wharton  
professor and New  
York Times bestselling  
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**Derek Thompson:**  
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an Age of Distraction  
by Derek Thompson,  
Penguin Press, 352  
pages, \$28.00,

Hardcover, February  
2017, ISBN

9781101980323 Derek  
Thompson's new 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

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the path to popularity  
over time.

## Science Of Popularity In An Age Of Distraction

### **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

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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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"This entertaining look

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