



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.

From the Hardcover edition.

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From reader reviews:

Shawna Vaughn:

What do you with regards to book? It is not important together with you? Or just adding material when you need something to explain what the one you have problem? How about your extra time? Or are you busy man? If you don't have spare time to accomplish others business, it is gives you the sense of being bored faster. And you have spare time? What did you do? All people has many questions above. The doctor has to answer that question due to the fact just their can do that. It said that about book. Book is familiar in each person. Yes, it is correct. Because start from on kindergarten until university need that Wired-A Romance to read.

William Painter:

Spent a free the perfect time to be fun activity to try and do! A lot of people spent their leisure time with their family, or their very own friends. Usually they doing activity like watching television, planning to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your own personal free time/ holiday? Can be reading a book can be option to fill your totally free time/ holiday. The first thing you ask may be what kinds of guide that you should read. If you want to test look for book, may be the book untitled Wired-A Romance can be good book to read. May be it might be best activity to you.

Brian Smith:

People live in this new day time of lifestyle always try to and must have the extra time or they will get wide range of stress from both everyday life and work. So , if we ask do people have spare time, we will say absolutely of course. People is human not really a robot. Then we ask again, what kind of activity have you got when the spare time coming to a person of course your answer may unlimited right. Then do you ever try this one, reading guides. It can be your alternative within spending your spare time, the book you have read is actually Wired-A Romance.

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