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HIT MAKERS: HOW TO SUCCEED IN AN AGE OF DISTRACTION (PAPERBACK)



Penguin Books, 2018. Paperback. Condition: New. Reprint. Language: English. Brand New Book. NATIONAL BESTSELLER 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 Nothing goes viral. If you think a popular movie, song, or app came out of nowhere to become a word-of-mouth success in today s crowded media environment, you re missing the real story. Each blockbuster has a secret...

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- Authored by Derek Thompson
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