



HOW THE INTERNET HAPPENED

From Netscape to the iPhone | by Brian McCullough



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THE INTERNET WAS NEVER INTENDED FOR THE AVERAGE MORTAL.

But now, tech has evolved into an integral part of our lives, with access to the whole world sitting right in our pockets. It's hard to imagine life without the internet!

WHY THIS BOOK?

- The first book to comprehensively look at the rise of the internet from its humble beginning
- Puts the internet revolution into context by combining human, technical, and business perspectives
- Highlights key game-changing personnel including Mark Zuckerberg, Steve Jobs, Elon Musk, Marc Andreessen, Steve Case, and Larry Page and showcases how their innovations built off each other's work
- Delves into how email, the internet, and smartphones have completely taken over our lives on a global scale
- Discusses modern concerns such as free speech, privacy, and surveillance
- Written accessibly for the general public to easily understand a complex history
- Appealing to businesspeople, entrepreneurs, and college students angling to be the next big digital mogul

ABOUT THE AUTHOR

Brian McCullough is a fifteen-year veteran of the internet industry and the founder of four different web-based startups. He was the recipient of a highly-coveted 2016 TED Residency and works with the TED group in New York City. He's the creator and host for the Internet History Podcast and Techmeme Ride Home podcast.

INTERNET HISTORY PODCAST

- 18 million downloads life-to-date
- 100,000+ downloads a month
- 50,000+ downloads per episode
- Regularly ranks top 10 in iTunes tech podcasts

TECHMEME RIDE HOME

- Daily podcast based on Techmeme, Silicon Valley's most read news source
- 1.4 million downloads every month
- 65,000+ downloads per episode
- 33% international audience

REVIEWS AND PRAISE

- Library Journal Best Book of the Year
- “A tasty, educational treat for tech heads and other web denizens.” —*Kirkus Reviews*, starred review
- “A detailed and highly insightful overview of the influencers and ideas that have shaped the everyday technologies we take for granted, showing how the Internet has infiltrated our homes and lives to the degree it is today.... Readers will delight in being reminded of long-forgotten platforms and in understanding how Internet evangelists, Wall Street, and the moneyed elite have shaped our online lives.” —*Library Journal*, starred review
- “Along with profiling the internet's key players, from Bill Gates to Mark Zuckerberg, McCullough provides an entertaining and informative technological history which computer geeks and readers interested in everything from sociology to business and media will relish.” —*Booklist*

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