



Trust Me, Im Lying: Confessions of a Media Manipulator

By Ryan Holiday

Portfolio. Paperback. Book Condition: New. Paperback. 320 pages. Dimensions: 8.3in. x 5.4in. x 0.9in. You've seen it all before. A malicious online rumor costs a company millions. A political sideshow derails the national news cycle and destroys a candidate. Some product or celebrity zooms from total obscurity to viral sensation. What you don't know is that someone is responsible for all this. Usually, someone like me. I'm a media manipulator. In a world where blogs control and distort the news, my job is to control blogs as much as any one person can. IN TODAY'S CULTURE Blogs like Gawker, BuzzFeed, and The Huffington Post drive the media agenda. Bloggers are slaves to money, technology, and deadlines. Manipulators wield these levers to shape everything you read, see, and hear online and off. Why am I giving away these secrets? Because I'm tired of a world where blogs take indirect bribes, marketers help write the news, reckless journalists spread lies, and no one is accountable for any of it. I'm going to explain exactly how the media really works. What you choose to do with this information is up to you. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La...



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