

# Outlive The Science And Art Of Longevity

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 The Science and Technology of Growing Young  
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## JAMIYA SCHNEIDER

*Curating Lively Objects* St. Martin's Press

AN INSTANT NEW YORK TIMES BESTSELLER! From celebrated anthropologist Jennifer Raff comes the untold story—and fascinating mystery—of how humans migrated to the Americas. ORIGIN is the story of who the first peoples in the Americas were, how and why they made the crossing, how they dispersed south, and how they lived based on a new and powerful kind of evidence: their complete genomes. ORIGIN provides an overview of these new histories throughout North and South America, and a glimpse into how the tools of genetics reveal details about human history and evolution. 20,000 years ago, people crossed a great land bridge from Siberia into Western Alaska and then dispersed southward into what is now called the Americas. Until we venture out to other worlds, this remains the last time our species has populated an entirely new place, and this event has been a subject of deep fascination and controversy. No written records—and scant archaeological evidence—exist to tell us what happened or how it took place. Many different models have been proposed to explain how the Americas were peopled and what happened in the thousands of years that followed. A study of both past and present, ORIGIN explores how genetics is currently being used to construct narratives that profoundly impact Indigenous peoples of the Americas. It serves as a primer for anyone interested in how genetics has become entangled with identity in the way that

society addresses the question "Who is indigenous?"

*The Science and Technology of Growing Young* BookRix

"A fascinating look at how scientists are working to help doctors treat the aging process itself, helping us all to lead longer, healthier lives." —Sanjay Gupta, MD Aging—not cancer, not heart disease—is the underlying cause of most human death and suffering. The same cascade of biological changes that renders us wrinkled and gray also opens the door to dementia and disease. We work furiously to conquer each individual disease, but we never think to ask: Is aging itself necessary? Nature tells us it is not: there are tortoises and salamanders who are spry into old age and whose risk of dying is the same no matter how old they are, a phenomenon known as "biological immortality." In *Ageless*, Andrew Steele charts the astounding progress science has made in recent years to secure the same for humans: to help us become old without getting frail, to live longer without ill health or disease.

*The Life-Changing Science of Detecting Bullshit* Harmony

NEW YORK TIMES BESTSELLER • A gorgeously illustrated deep dive into the immune system that will forever change how you think about your body, from the creator of the popular science YouTube channel Kurzgesagt—In a Nutshell "Through wonderful analogies and a genius for clarifying complex ideas, *Immune* is a truly brilliant introduction to the human body's vast system for fighting infections and other threats." —John Green, #1 New York Times bestselling author of *The Fault in Our Stars* You wake up and feel a tickle in your throat. Your head hurts. You're mildly annoyed as you get the

kids ready for school and dress for work yourself. Meanwhile, an epic war is being fought, just below your skin. Millions are fighting and dying for you to be able to complain as you head out the door. But most of us never really stop to ask: What even is our immune system? Second only to the human brain in its complexity, it is one of the oldest and most critical facets of life on Earth. Without it, you would die within days. In *Immune*, Philipp Dettmer, the brains behind the most popular science channel on YouTube, takes readers on a journey through the fortress of the human body and its defenses. There is a constant battle of staggering scale raging within us, full of stories of invasion, strategy, defeat, and noble self-sacrifice. In fact, in the time you've been reading this, your immune system has probably identified and eradicated a cancer cell that started to grow in your body. Each chapter delves into an element of the immune system, including defenses like antibodies and inflammation as well as threats like bacteria, allergies, and cancer, as Dettmer reveals why boosting your immune system is actually nonsense, how parasites sneak their way past your body's defenses, how viruses work, and what goes on in your wounds when you cut yourself. Enlivened by engaging full-color graphics and immersive descriptions, *Immune* turns one of the most intricate, interconnected, and confusing subjects—immunology—into a gripping adventure through an astonishing alien landscape. *Immune* is a vital and remarkably fun crash course in what is arguably, and increasingly, the most important system in the body.

[Chamber's Journal of Popular Literature, Science and Arts](#) Penguin

These short works from a master of Jewish literature offer “a brilliantly evocative tribute to a bygone era” (Publishers Weekly). Isaac Leybush Peretz is one of the most influential figures of modern Jewish culture. Born in Poland and dedicated to Yiddish culture, he recognized that Jews needed to adapt to their times while preserving their cultural heritage, and his captivating and beautiful writings explore the complexities inherent in the struggle between tradition and the desire for progress. This book, which presents a memoir, poem, travelogue, and twenty-six stories by Peretz, also provides a detailed essay about Peretz's life by Ruth R. Wisse. This edition of the book includes, as well, Peretz's great visionary drama *A Night in the Old Marketplace*, in a rhymed, performable translation by Hillel Halkin.

[Prepared](#) Penguin

“Offers a useful reminder of the role of modern science in fundamentally transforming all of our lives.” —President Barack Obama (on Twitter) “An important book.” —Steven Pinker, *The New York Times* Book Review The surprising and important story of how humans gained what amounts to an extra life, from the bestselling author of *How We Got to Now* and *Where Good Ideas Come From* In 1920, at the end of the last major pandemic, global life expectancy was just over forty years. Today, in many parts of the world, human beings can expect to live more than eighty years. As a species we have doubled our life expectancy in just one century. There are few measures of human progress more astonishing than this increased longevity.

*Extra Life* is Steven Johnson's attempt to understand where that progress came from, telling the epic story of one of humanity's greatest achievements. How many of those extra years came from vaccines, or the decrease in famines, or seatbelts? What are the forces that now keep us alive longer? Behind each breakthrough lies an inspiring story of cooperative innovation, of brilliant thinkers bolstered by strong systems of public support and collaborative networks, and of dedicated activists fighting for meaningful reform. But for all its focus on positive change, this book is also a reminder that meaningful gaps in life expectancy still exist, and that new threats loom on the horizon, as the COVID-19 pandemic has made clear. How do we avoid decreases in life expectancy as our public health systems face unprecedented challenges? What current technologies or interventions that could reduce the impact of future crises are we somehow ignoring? A study in how meaningful change happens in society, *Extra Life* celebrates the enduring power of common goals and public resources, and the heroes of public health and medicine too often ignored in popular accounts of our history. This is the sweeping story of a revolution with immense public and personal consequences: the doubling of the human life span.

[A Hunter-Gatherer's Guide to the 21st Century](#) UNC Press Books

Available for the first time in the United States, this international bestseller reveals the secrets of nonverbal communication to give you confidence and control in any face-to-face encounter—from making a great first impression and acing a job interview to finding the right partner. It is a scientific fact that people's gestures give away their true intentions. Yet most of us don't know how to read body language— and don't realize how our own physical movements speak to others. Now the world's foremost experts on the subject share their techniques for reading body language signals to achieve success in every area of life. Drawing upon more than thirty years in the field, as well as cutting-edge research from evolutionary biology, psychology, and medical technologies that demonstrate what happens in the brain, the authors examine each component of body language and give you the basic vocabulary to read attitudes and emotions through behavior. Discover: • How palms and handshakes are used to gain control • The most common gestures of liars • How the legs reveal what the mind wants to do • The most common male and female courtship gestures and signals • The secret signals of cigarettes, glasses, and makeup • The magic of smiles—including smiling advice for women • How to use nonverbal cues and signals to communicate more effectively and get the reactions you want Filled with fascinating insights, humorous observations, and simple strategies that you can apply to any situation, this intriguing book will enrich your communication with and understanding of others—as well as yourself.

[The New Rules of Aging Well](#) Skyhorse Publishing Inc.

Cameron Diaz shares her formula for becoming happier, healthier, and stronger in this positive, essential guide grounded in science and inspired by personal experience, now a #1 New York Times bestseller. Throughout her career, Cameron Diaz has been a role model for millions of women. By her own candid admission, though, this fit, glamorous, but down-to-earth star was not always health-conscious. Learning about the inseparable link between nutrition and the body was just one of the life-changing lessons that has fed Cameron's hunger to educate herself about the best ways to feed, move, and care for her body. In *The Body Book*, she shares what she has learned and continues to discover about nutrition, exercise, and the mind/body connection. Grounded in science and informed by real life, *The Body Book* offers a comprehensive overview of the human body and mind, from the cellular level up. From demystifying and debunking the hype around food groups to explaining the value of vitamins and minerals, readers will discover why it's so important to embrace the instinct of hunger and to satisfy it with whole, nutrient-dense foods. Cameron also explains the essential role of movement, the importance of muscle and bone strength and why we need to sweat a little every day. *The Body Book* does not set goals to reach in seven days or thirty days or a year. It offers a holistic, long-term approach to making consistent choices and reaching the ultimate goal: a long, strong, happy, healthy life.

[The Art and Science of Aging Well](#) Harper Collins

#1 NEW YORK TIMES BESTSELLER • OVER ONE MILLION COPIES SOLD • A groundbreaking manifesto on living better and longer that challenges the conventional medical thinking on aging and reveals a new approach to preventing chronic disease and extending long-term health, from a visionary physician and leading longevity expert “One of the most important books you'll ever read.”—Steven D. Levitt, *New York Times* bestselling author of *Freakonomics* AN ECONOMIST AND BLOOMBERG BEST BOOK OF THE YEAR Wouldn't you like to live longer? And better? In this operating manual for longevity, Dr. Peter Attia draws on the latest science to deliver innovative nutritional interventions, techniques for optimizing exercise and sleep, and tools for addressing emotional and mental health. For all its successes, mainstream medicine has failed to make much progress against the diseases of aging that kill most people: heart disease, cancer, Alzheimer's disease, and type 2 diabetes. Too often, it intervenes with treatments too late to help, prolonging lifespan at the expense of healthspan, or quality of life. Dr. Attia believes we must replace this outdated framework with a personalized, proactive strategy for longevity, one where we take action now, rather than waiting. This is not “biohacking,” it's science: a well-founded strategic and tactical approach to extending lifespan while also improving our physical, cognitive, and emotional health. Dr. Attia's aim is less to tell you what to do and more to help you learn how to think about long-term health, in order to create the best plan for you as an individual. In *Outlive*, readers will discover: • Why the cholesterol test at your annual physical doesn't tell you enough about your actual risk of dying from a heart attack. • That you may already suffer from an extremely common yet underdiagnosed liver condition that could be a precursor to the chronic diseases of aging. • Why exercise is the most potent pro-longevity “drug”—and how to begin training for the “Centenarian Decathlon.” • Why you should forget about diets, and focus instead on nutritional biochemistry, using technology and data to personalize your eating pattern. • Why striving for physical health and longevity, but ignoring emotional health, could be the ultimate curse of all. Aging and longevity are far more malleable than we think; our fate is not set in stone. With the right roadmap, you can plot a different path for your life, one that lets you outlive your genes to make each decade better than the one before.

[The Longevity Book](#) Penguin

Expanding upon his viral TEDx Talk, psychology professor and social scientist John V. Petrocelli reveals the critical thinking habits you can develop to recognize and combat pervasive false information that harms society in *The Life-Changing Science of Detecting Bullshit*. Bullshit is the foundation of contaminated thinking and bad decisions leading to health consequences, financial losses, legal consequences, broken relationships, and wasted time and resources. No matter how smart we believe ourselves to be, we're all susceptible to bullshit—and we all engage in it. While we may brush it off as harmless marketing sales speak or as humorous, embellished claims, it's actually much more dangerous and insidious. It's how Bernie Madoff successfully swindled billions of dollars from even the most experienced financial experts with his Ponzi scheme. It's how the protocols of Mao Zedong's Great Leap Forward resulted in the deaths of 36 million people from starvation. Presented as truths by authority figures and credentialed experts, bullshit appears legitimate, and we accept their words as gospel. If we don't question the information we receive from bullshit artists to prove their thoughts and theories, we allow these falsehoods to take root in our memories and beliefs. This faulty data affects our decision making capabilities, sometimes resulting in regrettable life choices. But with a little dose of skepticism and a commitment to truth seeking, you can build your critical thinking and scientific reasoning skills to evaluate information, separate fact from fiction, and see through bullshitter spin. In *The Life-Changing Science of Detecting Bullshit*, experimental social psychologist John V. Petrocelli provides invaluable strategies not only to recognize and protect yourself from everyday bullshit, but to accept your own lack of knowledge about subjects and avoid in engaging in bullshit just for societal conformity. With real world examples from people versed in bullshit who work in the used car, real estate, wine, and diamond industries, Petrocelli exposes the red-flag warning signs found in the anecdotal stories, emotional language, and buzzwords used by bullshitters that persuade our decisions. By using his critical thinking defensive tactics against those motivated by profit, we will also learn how to stop the toxic misinformation spread from the social media influencers, fake news, and op-eds that permeate our culture and call out bullshit whenever we see it.

[Why We Age](#) Allen & Unwin

Laugh and learn with fun facts about the sun, the moon, the planets, constellations, astronauts, and more—all told in Dr. Seuss's beloved rhyming style and starring *The Cat in the Hat!* “The universe is a mysterious place. We are only just learning what happens in space.” *The Cat in the Hat's Learning Library* series combines beloved characters, engaging rhymes, and Seussian illustrations to introduce children to non-fiction topics from the real world! On this adventure into outer space, readers will discover: • what makes each planet in our solar system unique • how a million Earths could fit inside the sun • how astronauts have driven a special car all over the moon • and much more! Perfect for story time and for the youngest readers, *There's No Place Like Space: All About Our Solar System* also includes an index, glossary, and suggestions for further learning. Look for more books in the *Cat in the Hat's Learning Library* series! *Cows Can Moo! Can You? All About Farms Hark! A Shark! All About Sharks If I Ran the Dog Show: All About Dogs Oh Say Can You Say Di-no-saur? All About Dinosaurs On Beyond Bugs! All About Insects One Vote Two Votes I Vote You Vote Who Hatches the Egg? All About Eggs Why Oh Why Are Deserts Dry? All About Deserts Wish for a Fish: All About Sea Creatures*

[The Longevity Book](#) Dark Horse Comics

How do some people avoid the slowing down, deteriorating, and weakening that plagues many of their peers decades earlier? Are they just lucky? Or do they know something the rest of us don't? Is it possible to grow older without getting sicker? What if you could look and feel fifty through your eighties and nineties? Founder of the Institute for Aging Research at the Albert Einstein College of Medicine and one of the leading pioneers of longevity research, Dr. Nir Barzilai's life's work is tackling the challenges of aging to delay and prevent the onset of all age-related diseases including “the big four”: diabetes, cancer, heart disease, and Alzheimer's. One of Dr. Barzilai's most fascinating studies features volunteers that include 750 SuperAgers—individuals who maintain active lives well into their nineties and even beyond—and, more importantly, who reached that ripe old age never having experienced cardiovascular disease, cancer, diabetes, or cognitive decline. In *Age Later*, Dr. Barzilai reveals the secrets his team has unlocked about SuperAgers and the scientific discoveries that show we can mimic some of their natural resistance to the aging process. This eye-opening and inspirational book will help you think of aging not as a certainty, but as a phenomenon—like many other diseases and misfortunes—that can be targeted, improved, and even cured.

### Mini Farming Vintage

Curating Lively Objects explores the role of things as catalysts in imagining futures beyond disciplines for museums and exhibitions. Authors describe how their curatorial collaborations with diverse objects, from rocks to robots, generate new ways of organising and sharing knowledge. Bringing together leading artists and curators from Australia and Canada, this volume addresses object liveliness from a range of entwined perspectives, including new materialism, decolonial thinking, Indigenous epistemologies, environmentalism, feminist critique and digital aesthetics. Foregrounding practice-based curatorial scholarship, the book focuses on rigorous reflexive accounts of how curating is done. It contributes to global topics in curatorial research, including time and memory beyond and before disciplinarity; the relationship between human and non-human across different ontologies; and the interaction between Indigenous knowledge and disciplinary expertise in interpreting museum collections. Curating Lively Objects will be of interest to scholars and students in the fields of curatorial studies, museum studies, cultural heritage, art history, Indigenous studies, material culture and anthropology. It also provides a vital resource for professionals working in museums and galleries around the world who are seeking to respond creatively, ethically and inclusively to the challenge of changing disciplinary boundaries.

### The Serendipity Mindset Currency

A New York Times Bestseller A Washington Post Notable Nonfiction Book of 2020 Named a Best Book of 2020 by NPR "A fascinating scientific, cultural, spiritual and evolutionary history of the way humans breathe—and how we've all been doing it wrong for a long, long time." —Elizabeth Gilbert, author of Big Magic and Eat Pray Love No matter what you eat, how much you exercise, how skinny or young or wise you are, none of it matters if you're not breathing properly. There is nothing more essential to our health and well-being than breathing: take air in, let it out, repeat twenty-five thousand times a day. Yet, as a species, humans have lost the ability to breathe correctly, with grave consequences. Journalist James Nestor travels the world to figure out what went wrong and how to fix it. The answers aren't found in pulmonology labs, as we might expect, but in the muddy digs of ancient burial sites, secret Soviet facilities, New Jersey choir schools, and the smoggy streets of São Paulo. Nestor tracks down men and women exploring the hidden science behind ancient breathing practices like Pranayama, Sudarshan Kriya, and Tummo and teams up with pulmonary tinkerers to scientifically test long-held beliefs about how we breathe. Modern research is showing us that making even slight adjustments to the way we inhale and exhale can jump-start athletic performance; rejuvenate internal organs; halt snoring, asthma, and autoimmune disease; and even straighten scoliotic spines. None of this should be possible, and yet it is. Drawing on thousands of years of medical texts and recent cutting-edge studies in pulmonology, psychology, biochemistry, and human physiology, Breath turns the conventional wisdom of what we thought we knew about our most basic biological function on its head. You will never breathe the same again.

### Life After Death Penguin

Award-winning foreign correspondent's cerebral spy novel-cum-love story exposes humanity's tenuous hold on a vast and relentless world.

### The Art of Rick and Morty Twelve

"An instant classic." —Arianna Huffington "Will inspire people from across the political spectrum." —Jonathan Haidt Longlisted for the Porchlight Business Book of the Year Award, an essential shortlist of leadership ideas for everyone who wants to do good in this world, from Jacqueline Novogratz, author of the New York Times bestseller The Blue Sweater and founder and CEO of Acumen. In 2001, when Jacqueline Novogratz founded Acumen, a global community of socially and environmentally responsible partners dedicated to changing the way the world tackles poverty, few had heard of impact investing—Acumen's practice of "doing well by doing good." Nineteen years later, there's been a seismic shift in how corporate boards and other stakeholders evaluate businesses: impact investment is not only morally defensible but now also economically advantageous, even necessary. Still, it isn't easy to reach a success that includes profits as well as mutually favorable relationships with workers and the communities in which they live. So how can today's leaders, who often kick off their enterprises with high hopes and short timetables, navigate the challenges of poverty and war, of egos and impatience, which have stymied generations of investors who came before? Drawing on inspiring stories from change-makers around the world and on memories of her own most difficult experiences, Jacqueline divulges the most common leadership mistakes and the mind-sets needed to rise above them. The culmination of thirty years of work developing sustainable solutions for the problems of the poor, Manifesto for a Moral Revolution offers the perspectives necessary for all those—whether ascending the corporate ladder or bringing solar light to rural villages—who seek to leave this world better off than they found it.

### The Art of Living Alone and Loving It BookSummaryGr

Featuring exclusive never before seen concept art with a killer Glow-in-the-Dark cover, this is the art book that Rick and Morty fans have been waiting for! The animated science-fiction adventures of Rick and Morty are irreverent, shocking, and hilarious--from the cynical and rapid-fire one liners, to the grotesquely and endearing character designs. Now, take a deep trans-dimensional dive into the creation of these many insane universes with The Art of Rick and Morty! This new book is a must-have, not only for followers of the series, but for fans of animation as well! Featuring intimate commentary from the show's creators accompanying a vast collection of process, concept, and production art, this striking volume offers a tantalizing exploration of one of the most outlandish and beloved shows on television. Don't miss your chance to see the amazing art that goes into creating this twisted and fantastic Adult Swim series!

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- Adam Smith Definition Ap World History : [click here](#)

### Age Later Random House Books for Young Readers

Dr. Seuss's Cat in the Hat shows Sally and Dick how dinosaur fossils are excavated, assembled, and displayed in a museum.

### Outlive Anchor

A provocative exploration of the tension between our evolutionary history and our modern woes—and what we can do about it. We are living through the most prosperous age in all of human history, yet we are listless, divided, and miserable. Wealth and comfort are unparalleled, but our political landscape is unmoored, and rates of suicide, loneliness, and chronic illness continue to skyrocket. How do we explain the gap between these truths? And how should we respond? For evolutionary biologists Heather Heying and Bret Weinstein, the cause of our troubles is clear: the accelerating rate of change in the modern world has outstripped the capacity of our brains and bodies to adapt. We evolved to live in clans, but today many people don't even know their neighbors' names. In our haste to discard outdated gender roles, we increasingly deny the flesh-and-blood realities of sex—and its ancient roots. The cognitive dissonance spawned by trying to live in a society we are not built for is killing us. In this book, Heying and Weinstein draw on decades of their work teaching in college classrooms and exploring Earth's most biodiverse ecosystems to confront today's pressing social ills—from widespread sleep deprivation and dangerous diets to damaging parenting styles and backward education practices. Asking the questions many modern people are afraid to ask, A Hunter-Gatherer's Guide to the 21st Century outlines a science-based worldview that will empower you to live a better, wiser life.

### Summary of Outlive: The Science and Art of Longevity Bantam

Wall Street Journal, USA Today, and Publishers Weekly bestseller The prospect of living to 200 years old isn't science fiction anymore. A leader in the emerging field of longevity offers his perspective on what cutting-edge breakthroughs are on the horizon, as well as the practical steps we can take now to live healthily to 100 and beyond. In The Science and Technology of Growing Young, industry investor and insider Sergey Young demystifies the longevity landscape, cutting through the hype and showing readers what they can do now to live better for longer, and offering a look into the exciting possibilities that await us. By viewing aging as a condition that can be cured, we can dramatically revolutionize the field of longevity and make it accessible for everyone. Join Sergey as he gathers insights from world-leading health entrepreneurs, scientists, doctors, and inventors, providing a comprehensive look into the future of longevity in two horizons: • The Near Horizon of Longevity identifies the technological developments that will allow us to live to 150—some of which are already in use—from AI-based diagnostics to gene editing and organ regeneration. • The Far Horizon of Longevity offers a tour of the future of age reversal, and the exciting technologies that will allow us to live healthily to 200, from Internet of Bodies to digital avatars to AI-brain integration. In a bonus chapter, Sergey also showcases 10 longevity choices that we already know and can easily implement to live to 100, distilling the science behind diet, exercise, sleep, mental health, and our environments into attainable habits and lifestyle hacks that anyone can adopt to vastly improve their lives and workplaces. Combining practical advice with an incredible overview of the brave new world to come, The Science and Technology of Growing Young redefines what it means to be human and to grow young.

### Chambers's Journal of Popular Literature, Science and Arts Random House

"Enthralling - full of 'aha' moments about why some ideas soar and others never get off the ground. This book picks up where The Tipping Point left off." —Adam Grant 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 history—of power, influence, dark broadcasters, and passionate cults that turn some new products into cultural phenomena. Even the most brilliant ideas wither in obscurity if they fail to connect with the right network, and the consumers that matter most aren't the early adopters, but rather their friends, followers, and imitators -- the audience of your audience. In his groundbreaking investigation, Atlantic senior editor Derek Thompson uncovers the hidden psychology of why we like what we like and reveals the economics of cultural markets that invisibly shape our lives. Shattering the sentimental myths of hit-making that dominate pop culture and business, Thompson shows quality is insufficient for success, nobody has "good taste," and some of the most popular products in history were one bad break away from utter failure. It may be a new world, but there are some enduring truths to what audiences and consumers want. People love a familiar surprise: a product that is bold, yet sneakily recognizable. Every business, every artist, every person looking to promote themselves and their work wants to know what makes some works so successful while others disappear. Hit Makers is a magical mystery tour through the last century of pop culture blockbusters 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 fascinating story of how culture happens and why things become popular. In Hit Makers, Derek Thompson investigates: \* What Taylor Swift, the printing press, and the laugh track have in common \* The secret link between ESPN's sticky programming and the The Weeknd's catchy choruses \* How advertising critics predicted Donald Trump \* The 5th grader who accidentally launched "Rock Around the Clock," the biggest hit in rock and roll history \* How Barack Obama and his speechwriters think of themselves as songwriters \* How Disney conquered the world—but the future of hits belongs to savvy amateurs and individuals \* The French collector who accidentally created the Impressionist canon \* Quantitative evidence that the biggest music hits aren't always the best \* Why almost all Hollywood blockbusters are sequels, reboots, and adaptations \* Why one year--1991--is responsible for the way pop music sounds today \* Why another year --1932--created the business model of film \* How data scientists proved that "going viral" is a myth \* How 19th century immigration patterns explain the most heard song in the Western Hemisphere