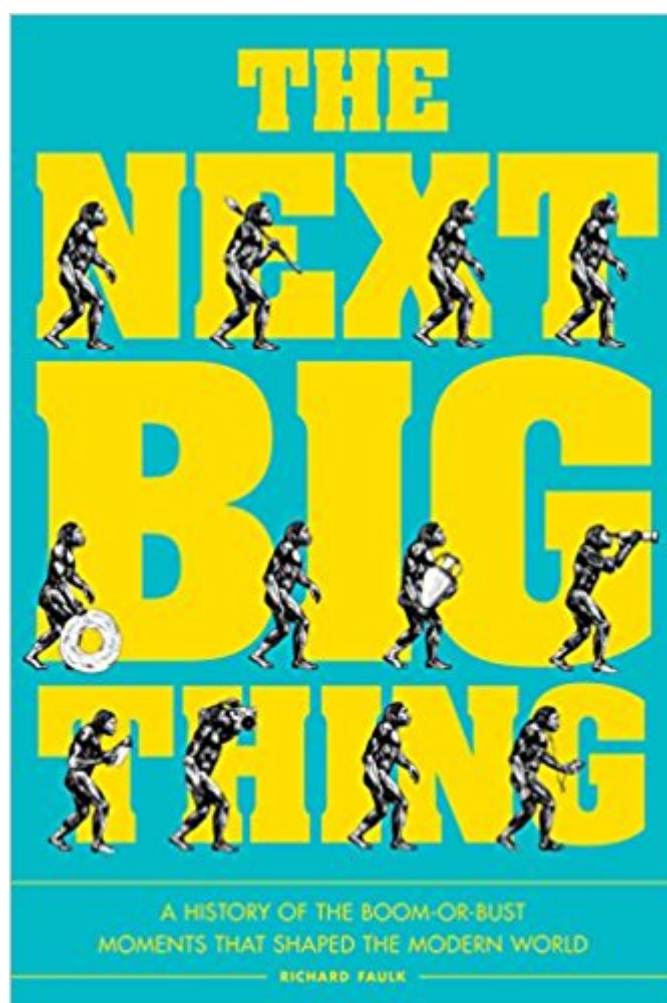


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The Next Big Thing: A History Of The Boom-or-Bust Moments That Shaped The Modern World



Synopsis

We are always hearing about the Next Big Thing. Whether it is a new iPhone or the New World, the freshest and newest inventions, discoveries, and fads loom large in the public mind. The impact that everyone thinks these "next big things" will have is often more important than the actual impact it generates. After all, if it fails, it will be almost immediately forgotten. The Next Big Thing searches through 3,000 years of Western culture to find the colorful and key steps (and missteps) that led us to where we are today. Paradigm-shifting events, such as the spread of ethical monotheism and the invention of the printing press, stand beside such cultural ephemera as the aborted U.S metric campaign and the misbegotten vogue for smart drinks. Each entry features the historical context of that Next Big Thing as well as an overview of its legacy, including photos, sidebars, trivia, and quotes.

Book Information

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Customer Reviews

Richard Faulk is the author of *Gross America: Your Coast-to-Coast Guide to All Things Gross*. Faulk has also written music reviews and profiles for the Silicon Valley Metro and Content magazine, contributed to *The Morbid Anatomy Anthology*, and lectured at Observatory in Brooklyn, New York.

I really like this book, he does take on an incredibly wide range of cultural and technological changes that shape the world we live in. The short chapters worked well for me to have this as a book I read during the summer.

Loved the content and tone of this book. It's both intelligent and hilarious!

THE NEXT BIG THING is the new way of documenting history. What new inventions made a splash and changed life? The book takes us through 3000 years of culture to find what was hyped up throughout time and the impact it has today. Each chapter starts off with a quote, time of origin, place of origin, hype factor and impact factor. Scattered throughout the book are illustrations, sidebars and trivia. Author Richard Faulk writes intelligently and at times with self-deprecating humor, effectively helping his readers look at the world from the lens of the next big thing. His choice of hyped moments range from tangible inventions to mindsets that shaped the modern world. It's fascinating, to say the least, to find out what people were obsessed with in their time and whether or not it was worth the hype. From the idea of "irony" to the birth control pill, Faulk's lens of what shaped history is drastically different than what you would find in a textbook. Much of what he talks about has a direct impact on my generation, such as the emergence of teenage culture, the birth of rock and roll, the great masculine renunciation and obviously, the iPhone. It's very much a "The More You Know" book where readers can easily skip around to different chapters that interest them and share tidbits of delicious facts with their friends. Faulk's THE NEXT BIG THING is revolutionary in the examination of history, putting it in terms teenagers can easily understand. It's all about the buzz and the newest fads that we obsess over, but it also shows that some ripples are smaller than others. This fascinating read will no doubt provide historical context for what is happening in the modern world today. Reviewed by Cassandra H.

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