



Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity

By Douglas Rushkoff

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Why doesn't the explosive growth of companies like Facebook and Uber deliver more prosperity for everyone?

What is the systemic problem that sets the rich against the poor and the technologists against everybody else?

When protesters shattered the windows of a bus carrying Google employees to work, their anger may have been justifiable, but it was misdirected. The true conflict of our age isn't between the unemployed and the digital elite, or even the 99 percent and the 1 percent. Rather, a tornado of technological improvements has spun our economic program out of control, and humanity as a whole—the protesters and the Google employees as well as the shareholders and the executives—are all trapped by the consequences. It's time to optimize our economy for the human beings it's supposed to be serving.

In this groundbreaking book, acclaimed media scholar and author Douglas Rushkoff tells us how to combine the best of human nature with the best of modern technology. Tying together disparate threads—big data, the rise of robots and AI, the increasing participation of algorithms in stock market trading, the gig economy, the collapse of the eurozone—Rushkoff provides a critical vocabulary for our economic moment and a nuanced portrait of humans and commerce at a critical crossroads.

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Editorial Review

Review

“Douglas Rushkoff is one of today’s most incisive media theorists and a provocative critic of our digital economy. He’s also fun to read.”

—**WALTER ISAACSON**, president and CEO, The Aspen Institute, and author of *The Innovators*

“If you don’t know Rushkoff, you’re not serious about figuring out what’s going to happen next.”

—**SETH GODIN**, author of *Linchpin*

“Thoughtful, provocative, and essential reading for our economic moment.”

—**JOI ITO**, director, MIT Media Lab

“We’ve optimized for growth. But have we lost our way? As an economy? As a community? As a society with a value proposition that doesn’t make sense on a human or economic level? Rushkoff asks questions that matter. A challenging and necessary read.”

—**SHERRY TURKLE**, author of *Reclaiming Conversation*

“Every great advance begins when someone sees that what everyone else takes for granted may not actually be true. Douglas Rushkoff questions the deepest assumptions of the modern economy and blazes a path toward a more human-centered world.”

—**TIM O’REILLY**, founder, O’Reilly Media

“Douglas Rushkoff is a true digital visionary. Read this rousing call to reboot our society from the bottom up before it’s too late.”

—**ASTRA TAYLOR**, filmmaker and author of *The People’s Platform*

“In what could be seen as a crisis, Rushkoff shares his smart, optimistic, and pragmatic perspective about how both businesses and consumers can reimagine today’s current economic operating system in the digital age—and prosper.”

—**BONIN BOUGH**, chief media and e-commerce officer, Mondel?z

“Powerful truth telling... The crux of the argument that Rushkoff makes is that the digital economy is a house of cards built on fictional growth metrics that drive companies to raise money, undercut human workers, sell on the public markets and then—almost inevitably—collapse under the weight of public market demands.”

—*Forbes*

“A brilliant, bomb-hurling critique of the flaws in our digital economy, identifying what has gone wrong and what can be done about it.”

—*Financial Times*

“A powerful exposé of an underdiscussed downside to the digital revolution.”

—*Kirkus Reviews*

About the Author

Douglas Rushkoff is the bestselling author of *Present Shock*, as well as a dozen other books on media, technology, and culture, including *Program or Be Programmed* and *Life Inc.* Named one of the world's ten most influential thinkers by MIT, he has made documentaries for PBS *Frontline*, including *Generation Like* and *The Merchants of Cool*, and he is a professor of media theory and digital economics at Queens College, CUNY. He lives in New York and lectures about media, society, and economics around the world.

Users Review

From reader reviews:

Ronda Caesar:

Now a day folks who Living in the era wherever everything reachable by talk with the internet and the resources within it can be true or not demand people to be aware of each data they get. How people have to be smart in having any information nowadays? Of course the answer then is reading a book. Studying a book can help folks out of this uncertainty Information specially this Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity book because this book offers you rich information and knowledge. Of course the information in this book hundred per-cent guarantees there is no doubt in it everybody knows.

Jodie Long:

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Clarence Hamm:

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Debbie Jackson:

In this era globalization it is important to someone to receive information. The information will make you to

definitely understand the condition of the world. The health of the world makes the information easier to share. You can find a lot of sources to get information example: internet, newspapers, book, and soon. You will observe that now, a lot of publisher which print many kinds of book. Often the book that recommended to your account is Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity this reserve consist a lot of the information of the condition of this world now. This specific book was represented just how can the world has grown up. The language styles that writer use for explain it is easy to understand. The writer made some exploration when he makes this book. That is why this book acceptable all of you.

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