

[E-BOOK] Digital Hustlers: Living Large and Falling Hard in Silicon Alley

Digital Hustlers: Living Large and Falling Hard in Silicon Alley

Casey Kait, Stephen Weiss

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Casey Kait, Stephen Weiss : Digital Hustlers: Living Large and Falling Hard in Silicon Alley before purchasing it in order to gage whether or not it would be worth my time, and all praised Digital Hustlers: Living Large and Falling Hard in Silicon Alley:

0 of 0 people found the following review helpful. Boring - lost interestBy Carey HolzmanThis book is snippets of conversations from people who were influences in the .com era. Unfortunately, there are so many people, I have no idea who JOHN is or what project he was related with. And I don't care. The book does nothing to tell a story. Its not really a book...its more like journal someone would use to write a book.I am very interested in the real-life stories of .com businesses...how they got started, how big they got and how they fell from grace.This is not one of those books.6 of 6 people found the following review helpful. Content interesting but structured badlyBy KundeThe content of this book is interesting and even fascinating at times. However, the way the content is structured makes it difficult to read and understand. Essentially, the authors have conducted many interviews of the key players of Silicon Alley

companies in New York. The interviews provide a story of the rise of Silicon Alley from 1995 to 2000. What makes the story so interesting is the rapid rise of the companies such as theglobe.com and then in 2000 the rapid fall. There are many companies stories in the book and also a description of New York culture through-out the period. The whole book would be more interesting if it had been organised in chapters according to each company. Instead the book is organised by themes like "The New Worker". The chapter then contains partial segments of interviews from many interviews conducted which help to understand the theme. This causes quite a bit of confusion, because it is similar to skipping from one music track to another very quickly. It would have been better for the authors to do as little work as possible and simply presented the interviews as they were created. This would have turned the book into a narrative of easy and historically fascinating reading. 1 of 1 people found the following review helpful. up, hustle, and out! By A Customer The best non-fiction uses its subject matter to provoke thought of a variety of issues. I found "Digital Hustlers" to be exactly that: a brilliant expose of how the "Gottterdammerung" effect took its toll on all aspects of late-nineties startup culture. The book collects powerful stories from all sides of this deflated, polygonal zeitgeist and presents them with clarity in a modern format. Being in a German synth-rock band, I found the book's philosophical implications most interesting. History continues to repeat itself and we shall never forget. Not to end in too heavy-handed of fashion, but I would like to commend Kait and Weiss on their triumph. They have succeeded in capturing a brief but potent era in America's history and exploding it onto the written page. I found it very interesting.

The commercial and cultural explosion of the digital age may have been born in California's Silicon Valley, but it reached its high point of riotous, chaotic exuberance in New York City from 1995 to 2000—in the golden age of Silicon Alley. In that short stretch of time a generation of talented, untested twentysomethings deluged the city, launching thousands of new Internet ventures and attracting billions of dollars in investment capital. Many of these young entrepreneurs were entranced by the infinite promise of the new media; others seemed more captivated by the promise of infinite profits. The innovations they launched—from online advertising to 24-hour Webcasting—propelled both the Internet and the tech-stock boom of the late '90s. And in doing so they sent the city around them into a maelstrom of brainstorming, code-writing, fundraising, drugs, sex, and frenzied hype . . . until April 2000, when the NASDAQ zeppelin finally burst and fell at their feet. In the pages of *Digital Hustlers*, Alley insiders Casey Kait and Stephen Weiss have captured the excitement and excesses of this remarkable moment in time. Weaving together the voices of more than fifty of the industry's leading characters, this extraordinary oral history offers a ground-zero look at the birth of a new medium. Here are entrepreneurs like Kevin O'Connor of DoubleClick, Fernando Espuelas of StarMedia, and Craig Kanarick of Razorfish; commentators like Omar Wasow of MSNBC and Jason McCabe Calacanis of the Silicon Alley Reporter; and inimitable Alley characters like party diva Courtney Pulitzer and Josh Harris, the clown prince of Pseudo.com. Together they describe a world of sweatshop programmers and paper millionaires, of cocktail-napkin business plans and billion-dollar IPOs, of spectacular successes and flame-outs alike. Candid and open-eyed, bristling with energy and argument, *Digital Hustlers* is an unforgettable group portrait of a wildly creative culture caught in the headlights of achievement.

From Publishers Weekly "Oh my God, what happened?" laments a key figure in this informative account of the rise and fall of startup millionaires in "Silicon Alley." Consisting almost entirely of interviews with the digerati of New York City's version of Silicon Valley, this oral history by dot-com veterans Kait and Weiss (of Salon.com and RedFilter.com, respectively) opens circa 1995, when only geeks had e-mail and skeptics believed that the Internet would go the way of the CB radio. But soon dot-com exploits landed on the front page and money started to rain down from venture capitalists. Perhaps the culmination of the mania was the legendary three-month bash for New Year's Eve 2000 thrown by Pseudo.com's Josh Harris (a manic figure who emerges as the Caligula of Silicon Alley). But on April 17, 2000 a date that the dot-commers speak of the way their parents refer to the Kennedy assassination the NASDAQ began its downward spiral. Within a few months, TheGlobe.com began paying its employees with free pizza instead of cash; other startups dissolved their Web sites. It's a sad story that the wistful dot-commers describe as a Garden of Eden-type morality tale: in the beginning the Internet was pure and good, then it was invaded by capitalists who corrupted it for their own sinister designs. Kait and Weiss astutely avoid passing judgment on such beliefs (even when a colleague is admiringly described as the "Henry James of Silicon Alley" and another claims he'll be bigger than Andy Warhol). A good read despite the naivete and arrogance of its dramatic personae, Kait and Weiss's book provides a timely elegy for an extravagant, dying culture. Copyright 2001 Cahners Business Information, Inc. From Library Journal Silicon Alley, a name coined by young New York City entrepreneurs who developed and expanded the Internet computer industry, grew from a "handful of Internet start-ups" in 1995 to "the fastest growing employer on the East Coast" in 2000. The industry continued to grow until April 2000, when the Nasdaq dropped nearly 300 points; as a result, Silicon Alley companies laid off many employees, canceled IPOs, and, in some cases, went out of business. Weiss, of direct marketing company RedFilter.com, and Casey Kait, an editor at Salon.com, tell the story of Silicon Alley through accounts by key players, among whom are Marissa Bowe, former editor-in-chief of Word.com; John McCabe Calacanis, CEO and founder of Silicon Alley Reporter; Jerry Colonna, cofounder of Flatiron Partners; and

Kevin Ryan, CEO of DoubleClick. The first-person accounts give readers access to inside information about development, growth, and crisis in the industry after the 2000 market loss. These accounts are arranged within sections, beginning with "Evangelists and Entrepreneurs," and the authors provide introductory comments to explain the historical context of each. The book offers a unique look at the Internet industry and its major Silicon Alley players. Recommended for business collections in academic and public libraries. Lucy Heckman, St. John's Univ. Lib., Jamaica, NY Copyright 2001 Reed Business Information, Inc. "Important...hilarious...priceless nuggets. This book works." (USA Today)