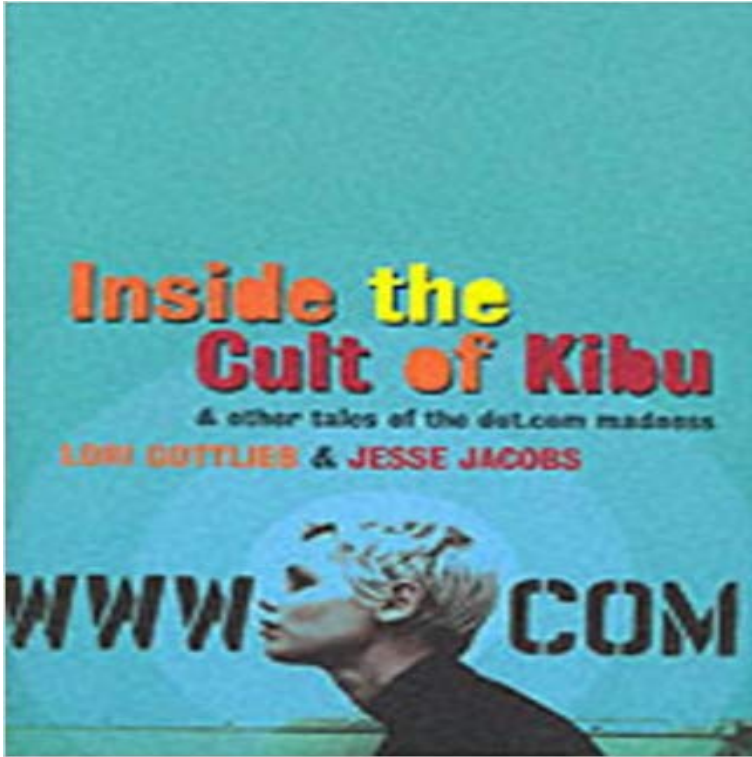


Inside The Cult Of Kibu



Yes, it really happened. Thousands of bright and creative people were lured by the promise of incredible freedom - and even more incredible wealth - into an alternative universe of all hands pep rallies, afternoon sushi runs, and football tournaments cum strategy sessions. From the open-floor offices (complete with scooter stations) to the mysterious lairs of the all-powerful venture capitalists to the lavish launch parties, Inside the Cult of Kibu offers a backstage pass to Americas capitalist culture at its wackiest. With access to a wide range of dot.com insiders, Gottlieb and Jacobs present a collection of anecdotes and insights, revealing a world of extremes, from euphoria to disillusionment. Framed by a narrative structure that mimics the typical rise and fall of a dot.com, this book showcases the stories of the programmers and receptionists, Hollywood moguls, 20-something CEOs, and everyone in between who experienced the virtual reality show first-hand. Industry veterans themselves, Gottlieb and Jacobs present an account of a business and cultural phenomenon that is now imprinted - for better or worse - on our intellectual psyche.

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