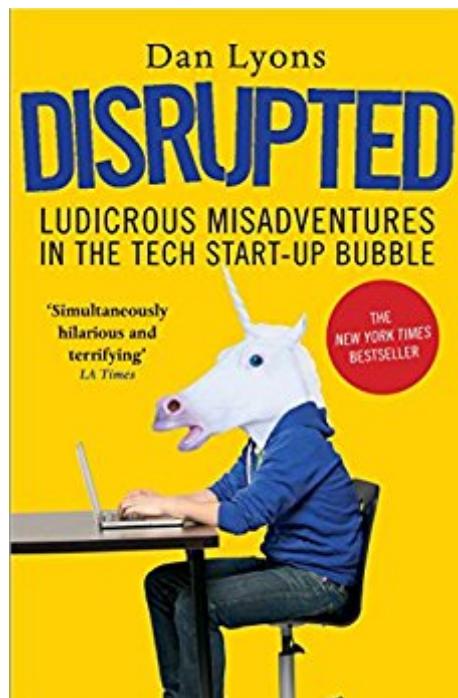


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# Disrupted: Ludicrous Misadventures In The Tech Start-up Bubble



## Synopsis

Dan Lyons was Technology Editor at Newsweek Magazine for years, a magazine writer at the top of his profession. One Friday morning he received a phone call: his job no longer existed. Fifty years old and with a wife and two young kids, Dan was unemployed and facing financial oblivion. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot, a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the nebulous role of "marketing fellow." What could possibly go wrong? What follows is a hilarious and excoriating account of Dan's time at the start-up and a revealing window onto the dysfunctional culture that prevails in a world flush with cash and devoid of experience. Filled with stories of meaningless jargon, teddy bears at meetings, push-up competitions and all-night parties, this uproarious tale is also a trenchant analysis of the dysfunctional start-up world, a de facto conspiracy between those who start companies and those who fund them. It is a world where bad ideas are rewarded with hefty investments, where companies blow money lavishing perks on their post-collegiate workforces, and where everybody is trying to hang on just long enough to cash out with a fortune.

## Book Information

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## Customer Reviews

Even though the author can be a little bit cynical for moments, the book offers great insight of how a tech startup looks from the perspective of a guy that hasn't been sold (and probably wouldn't buy) any of the hype and the coolness factor that comes associated to work for a unicorn. Even though some things in the book are exaggerated (like calling email marketing spam) the author is really funny and knows how to tell a story. Also, he complains about ageism and he seems to discriminate against some employees based on their age. Maybe he has a point but he's probably just discriminating. Considering this, the book is an excellent read and can be humbling if you don't take the guy too seriously and you embrace his point of view knowing that it comes from a guy that saw the darkest side of startups.

A very personal perspective on: 1) the challenges of late life unemployment in the US 2) the structural changes and long-term damage to journalism 3) the cultural wasteland of modern startups. In addition to all this, pulls back the green (orange?) curtain on software companies, cash burn rates and the race to the IPO. You might never buy another tech share in your life! Enjoyed it greatly and hope the author is enjoying a hearty "last laugh".

At times I laughed out loud, and at others I wanted to slap some of the protagonists (including the author) upside the head - but always, I wanted to keep reading. Dan Lyons' journey into the underbelly of the start-up world was fascinating, and chilling, and thought-provoking. It's always worth keeping in mind that he is the classic 'disgruntled former employee' ... but that doesn't mean that there's no cause for his disgruntlement.

Eye opening, enlightening, and depressing look at the startup scene. Shows the cynical reality of why startups over spend on weird perks and hire young. Also a funny look at a surreal candy land cult. If these are the sort of people & companies the system is producing, then we are all in big trouble when it all crash and burns.

Amusing lecture. This is an easy going anthropological study of the startup world led by millennials. Interesting dissection of the main generational changes in corporate America.

Yeah, this was good, as a software engineer I can relate, sometimes it seems as if I'm in a twilight zone. Very well written.

Obviously a little one sided, but a really interesting insight with lots of lessons that apply to many organisations now

You even have an investigative journalist named Woodward as part of the plot, and a real life happy ending. I hope there is a sequel.

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