



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

*By Douglas Rushkoff*

Download now

Read Online ➔

**Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity** By Douglas Rushkoff

**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.

↓ [Download Throwing Rocks at the Google Bus: How Growth Becam...pdf](#)

📖 [Read Online Throwing Rocks at the Google Bus: How Growth Bec...pdf](#)



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

*By Douglas Rushkoff*

**Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity** By Douglas Rushkoff

**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.

**Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity** By Douglas Rushkoff **Bibliography**

- Sales Rank: #42043 in Books
- Brand: Portfolio
- Published on: 2016-03-01
- Released on: 2016-03-01
- Original language: English
- Number of items: 1
- Dimensions: 9.37" h x .90" w x 6.40" l,
- Binding: Hardcover
- 288 pages

 [Download Throwing Rocks at the Google Bus: How Growth Becam ...pdf](#)

 [Read Online Throwing Rocks at the Google Bus: How Growth Bec ...pdf](#)



## Download and Read Free Online Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff

---

### 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:**

#### **Tony Edwin:**

Have you spare time for the day? What do you do when you have a lot more or little spare time? Yeah, you can choose the suitable activity regarding spend your time. Any person spent all their spare time to take a wander, shopping, or went to the particular Mall. How about open or read a book called *Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity*? Maybe it is being best activity for you. You know beside you can spend your time together with your favorite's book, you can wiser than before. Do you agree with it has the opinion or you have additional opinion?

#### **Brad Hawkes:**

What do you about book? It is not important along? Or just adding material when you need something to explain what the ones you have problem? How about your free time? Or are you busy individual? If you don't have spare time to try and do others business, it is give you a sense of feeling bored faster. And you have free time? What did you do? Every individual has many questions above. They must answer that question due to the fact just their can do this. It said that about e-book. Book is familiar on every person. Yes, it is suitable. Because start from on kindergarten until university need that *Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity* to read.

#### **James Benavidez:**

The book untitled *Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity* contain a lot of information on that. The writer explains your girlfriend idea with easy approach. The language is very clear and understandable all the people, so do definitely not worry, you can easy to read this. The book was authored by famous author. The author provides you in the new age of literary works. It is possible to read this book because you can continue reading your smart phone, or device, so you can read the book within anywhere and anytime. If you want to buy the e-book, you can available their official web-site along with order it. Have a nice read.

#### **Nancy Brown:**

Is it you actually who having spare time in that case spend it whole day simply by watching television programs or just laying on the bed? Do you need something new? This *Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity* can be the respond to, oh how comes? A book you know. You are therefore out of date, spending your spare time by reading in this new era is common not a nerd

activity. So what these publications have than the others?

**Download and Read Online Throwing Rocks at the Google Bus:  
How Growth Became the Enemy of Prosperity By Douglas Rushkoff  
#SDY429HPVOJ**

## **Read Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff for online ebook**

Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff  
Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff books to read online.

## **Online Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff ebook PDF download**

**Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff Doc**

Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff Mobipocket

Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff EPub

SDY429HPVOJ: Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity By Douglas Rushkoff