

# Writing on the Wall Tom Standage

"Tom Standage once again displays his ingenious gift for connecting our historical past to the debates and technologies of the present day." —STEVEN JOHNSON, author of *Future Perfect*

Papyrus rolls and Twitter have much in common, as each was their generation's signature means of "instant" communication. Indeed, as Tom Standage reveals in his scintillating new book, social media is anything but a new phenomenon. From the papyrus letters that Roman statesmen used to exchange news across the Empire to the pamphlets that spread propaganda during the American and French revolutions, Standage chronicles the increasingly sophisticated ways people shared information with each other down the centuries. With the rise of newspapers in the nineteenth century, then radio and television, "mass media" consolidated control of information in the hands of a few moguls. However, the Internet has brought information sharing full circle, and the spreading of news along social networks has reemerged in powerful new ways.

A fresh, provocative exploration of social media over two millennia, *Writing on the Wall* reminds us how modern behavior echoes that of prior centuries. As engaging as it is visionary, *Writing on the Wall* draws on history to cast new light on today's social media and encourages debate and discussion about how we'll communicate in the future.

**BONUS MATERIAL:** This audiobook includes a new exclusive interview with Tom Standage.

**Tom Standage** is business editor at the *Economist* and the author of *A History of the World in 6 Glasses*, *An Edible History of Humanity*, *The Turk*, *The Neptune File*, and *The Victorian Internet*. He has also covered science and technology for the *New York Times*, the *Guardian*, *Wired*, and other publications. Tom lives in Greenwich, England.

#### READ BY SIMON VANCE

**Simon Vance**, a five-time Audie Award winner and an *AudioFile* Golden Voice narrator, has earned over twenty Earphones Awards from *AudioFile* magazine, including for *The King's Speech* by Mark Logue and Peter Conradi. He has narrated over four hundred audiobooks, including *The Last Rhinos* by Lawrence Anthony, with Graham Spence.



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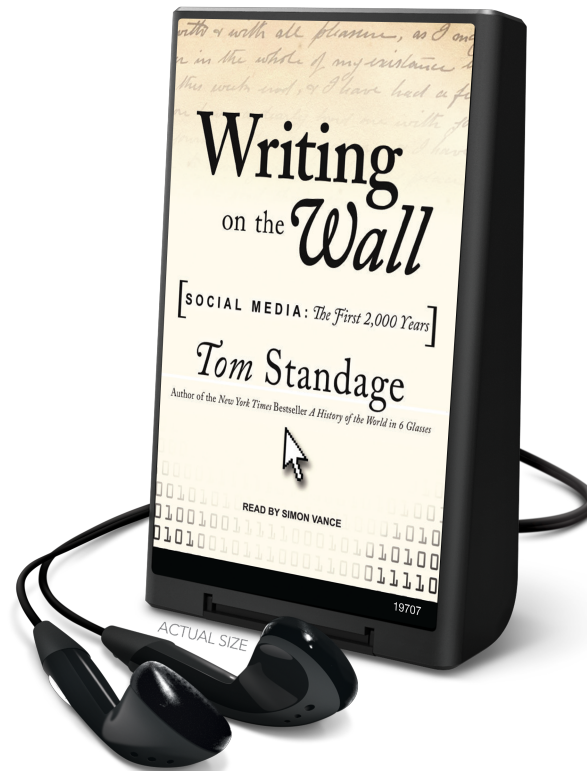
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