

Contents

xiii *Introduction*

xix *Acknowledgments*

Part I. Silicon Culture

2 1. Why We Are Allowed to Hate Silicon Valley
Evgeny Morozov
Frankfurter Allgemeine Zeitung

16 2. Diary: Google Invades
Rebecca Solnit
London Review of Books

26 3. Facebook Feminism, Like It or Not
Susan Faludi
The Baffler

- 56** 4. Dead End on Silk Road:
Internet Crime Kingpin Ross Ulbricht's Big Fail
David Kushner
Rolling Stone

Part II. Brave New Economic World

- 78** 5. A Tale of Two Londons
Nicholas Shaxson
Vanity Fair
- 100** 6. London's Laundry Business
Ben Judah
New York Times
- 104** 7. How Technology and Hefty Subsidies Make
U.S. Cotton King
Robert Smith, Caitlin
Kenney, Zoe Chace, Jacob
Goldstein, and Alex
Blumberg
All Things Considered
- 136** 8. Invisible Child: Girl in the Shadows:
Dasani's Homeless Life
Andrea Elliott
New York Times

- 152** 9. Russell Brand and the GQ Awards:
“It’s Amazing How Absurd It Seems”

Russell Brand

Guardian

- 160** 10. Maximizing Shareholder Value:
The Goal That Changed Corporate America

Jia Lynn Yang

Washington Post

Part III. Frenzied Finance

- 172** 11. One Percent Jokes and Plutocrats in Drag:
What I Saw When I Crashed a Wall Street
Secret Society

Kevin Roose

New York

- 180** 12. Here’s Why Wall Street Has a Hard Time
Being Ethical

Chris Arnade

Guardian

- 186** 13. How the Fed Let the World Blow Up in 2008

Matthew O’Brien

The Atlantic

- 198** 14. Gross vs. El-Erian: Inside the Showdown Atop
the World's Biggest Bond Firm
Gregory Zuckerman and
Kirsten Grind
Wall Street Journal
- 206** 15. Secret Currency Traders' Club Devised Biggest
Market's Rates
Liam Vaughan, Gavin
Finch, and Bob Ivry
Bloomberg
- 222** 16. Lunch with the FT: Meredith Whitney
Lucy Kellaway
Financial Times
- 232** 17. How the Case Against Bank of America CEO
Fizzled
Jesse Eisinger
ProPublica

Part IV. Unhealthy Business

- 240** 18. Use Only as Directed
Jeff Gerth and T. Christian
Miller
ProPublica

- 272** 19. Merchants of Meth: How Big Pharma Keeps
the Cooks in Business

Jonah Engle

Mother Jones

- 292** 20. The Extraordinary Science of Addictive
Junk Food

Michael Moss

New York Times Magazine

- 322** 21. League of Denial: The NFL's Concussion Crisis

Michael Kirk, Mike Wiser,

Steve Fainaru, and Mark

Fainaru-Wada

Frontline

Part V. Creative Destruction

- 384** 22. How Jenna Lyons Transformed J.Crew Into
a Cult Brand

Danielle Sacks

Fast Company

- 400** 23. The Mysterious Story of the Battery Startup
That Promised GM a 200-Mile Electric Car

Steve LeVine

Quartz

- 426** 24. The Death of the Funeral Business
Sandy Hingston
Philadelphia

- 440** 25. Declara Co-Founder Ramona Pierson's
Comeback Odyssey
Ashlee Vance
Businessweek

- 452** 26. A Toast Story
John Gravois
Pacific Standard

Part VI. The Politics of Business

- 466** 27. Washington's Robust Market for Attacks,
Half-Truths
Michael Kranish
Boston Globe
- 480** 28. He Who Makes the Rules
Haley Sweetland Edwards
Washington Monthly
- 514** 29. A Word from Our Sponsor
Jane Mayer
The New Yorker

- 528** 30. Amazon's (Not So) Secret War on Taxes
Peter Elkind with Doris
Burke
Fortune
- 548** 31. How the NFL Fleeces Taxpayers
Gregg Easterbrook
The Atlantic
- 561** *List of Contributors*
- 567** *Permissions*

