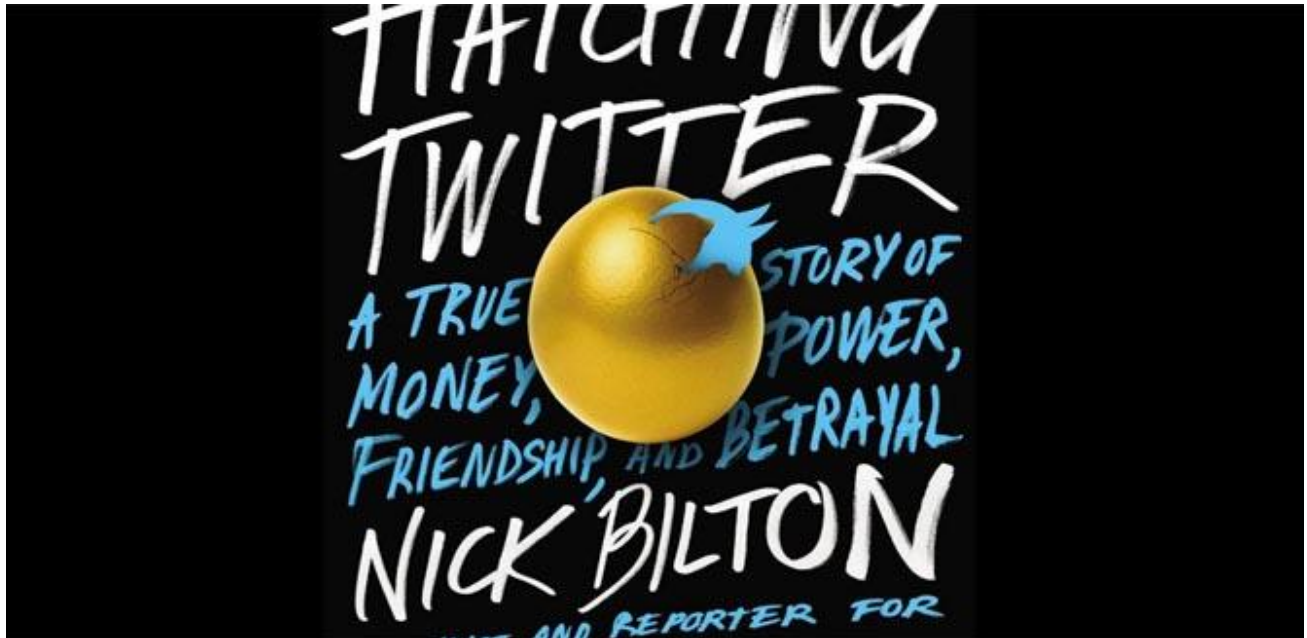


Features : Hatching Twitter: A True Story of Money, Power, Friendship and Betrayal

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Books about tech companies tend to be generally either carefully written memoirs, dry, case-study-like affairs or hagiographic and a trifle over the top in terms of praise. But there are a few exceptions. There is trivia galore here, ranging from battles between senior executives in the company to this rule and Hatching Twitter, which traces the story of the micro blogging network that is a part (sometimes about matters as trivial as one of them's habit of leaving work early for yoga sessions) to of the lives of millions of people all over the world, fortunately falls into this category. The term that meetings with the competition (there is a brief but very entertaining meeting with Mark Zuckerberg). needs to be stressed here is "story" for Nick Bilton has constructed his book not like a piece of reportage but like an actual narrative, bringing the social network to life like perhaps no other book be racing through the pages and will be genuinely surprised when it ends. And of course, stunned at about it has. You know that the book is different by the time you have finished reading the first few paragraphs - they describe Twitter's former CEO Evan Williams throwing up in a garbage can. And Twitter what Ben Mezrich's The Accidental Billionaires: The Founding of Facebook did for Facebook. that gives you a flavour of the book - it is feisty, fast and well-written, sprinting through the history of Now, all we need is for someone to make a Hollywood adaptation of it. In the meantime, read the the micro blogging service at breakneck speed. Incidents and conversations are retold as they would book. It might shock you in some places, amaze you at most, but is guaranteed to keep anyone who be in a novel, and not in the classic "reported speech" which makes for some lively reading. This is a has used a Twitter account totally riveted. We are just hoping that Bilton updates it in the coming book about Twitter the organisation and the social network, and not per se the technology behind it. years as we strongly suspect that the Twitter story is far from being over and judging by what we it is about the people behind the organisation, and that is what makes the book an entertaining read. have read in Hatching Twitter, there is plenty happening behind the scenes at the network that restricts you to 140 characters per message.

Tags : Hatching Twitter