



Bamboozled at the Revolution: How Big Media Lost Billions in the Battle for the Internet

John Motavalli

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Bamboozled at the Revolution chronicles one of the great business follies of the twentieth century: big media's bungled attempt to understand and control the Internet. The story begins in 1994, the year most mainstream companies first became aware of the Internet, and ends six years-and many bad decisions-later with the buyout of media giant Time Warner by AOL, a scrappy little company almost no one had heard of at the dawn of the 1990s. Along the way, veteran media reporter John Motavalli provides a terrifically entertaining and frequently shocking snapshot of the uncomfortable marriage that took place between old media empires and new media start-ups as they fumbled after the communication tools of the future. The paperback edition include a new afterword bringing the story of the AOL-TimeWarner merger up to date.



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