

Booklist

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Stealing MySpace: The Battle to Control the Most Popular Website in America.

Angwin, Julia (Author)

Mar 2009. 384 p. Random, hardcover, \$27.00. (9781400066940). 338.7.

MySpace, the most popular social-networking site on the Internet, was not created by the likes of the high-tech engineers and computer geeks who created Google and Yahoo! but by two marketing executives with no technical prowess who ran a shady company called eUniverse, which sold wrinkle cream and ink-jet cartridges over the Internet. Founders Chris DeWolfe and Tom Anderson simply copied most of the features of MySpace from an earlier site called Friendster, but users flocked to the site because they were allowed to use fake identities and to customize their pages any way they wanted. Angwin traces the development of the company from its roots in the spam and porn industries to one of the most popular sites on the Internet going public and sold to Rupert Murdoch's News Corp. Angwin, who has written on technology and media for the Wall Street Journal for six years, does an excellent job sorting out the details of this convoluted journey, addressing issues such as privacy and anonymity and the tentative nature of all things on the Internet.

— *David Siegfried*