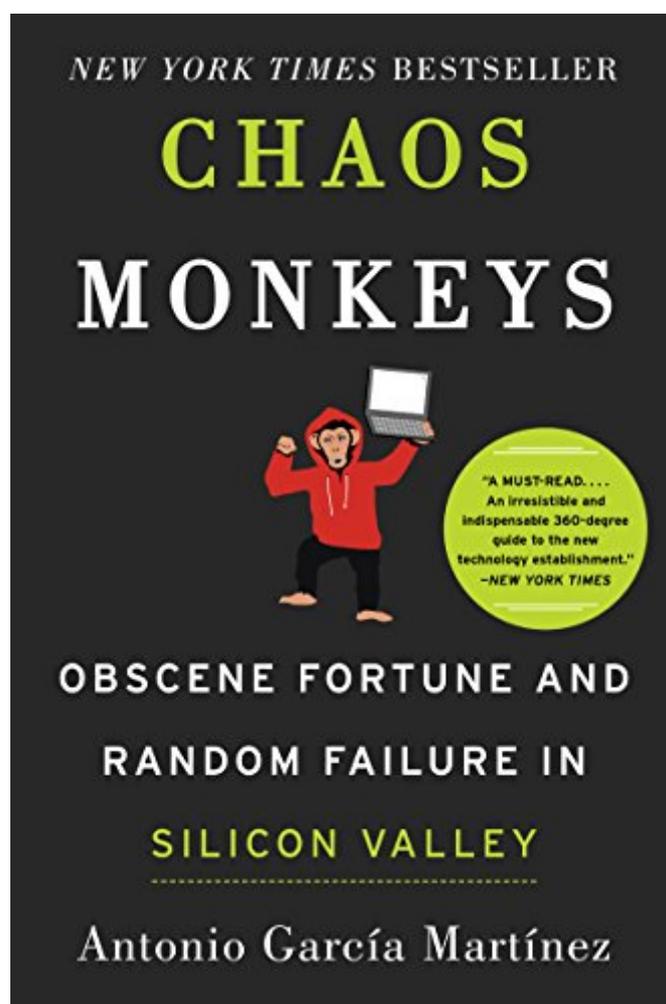# Chaos Monkeys: Obscene Fortune And Random Failure In Silicon Valley

Synopsis

INSTANTÂ NEW YORK TIMESÂ BESTSELLERÂ â œIncisive.... The most fun business book I have read this year.... Clearly there will be people who hate this book â " which is probably one of the things that makes it such a great read.â •â " Andrew Ross Sorkin,Â New York Timesâ œEye-popping.â •â "Â Vanity FairLiarâ ™s Poker meets The Social Network in an irreverent exposÃ© of life inside the tech bubble, from industry provocateur Antonio GarcÃa MartÃnez, a former Twitter advisor, Facebook product manager and startup founder/CEO.The reality is, Silicon Valley capitalism is very simple:Investors are people with more money than time.Employees are people with more time than money.Entrepreneurs are the seductive go-between.Marketing is like sex: only losers pay for it.Â Imagine a chimpanzee rampaging through a datacenter powering everything from Google to Facebook. Infrastructure engineers use a software version of this â œchaos monkeyâ • to test online servicesâ ™ robustnessâ "their ability to survive random failure and correct mistakes before they actually occur. Tech entrepreneurs are societyâ ™s chaos monkeys, disruptors testing and transforming every aspect of our lives, from transportation (Uber) and lodging (AirBnB) to television (Netflix) and dating (Tinder). One of Silicon Valleyâ ™s most audacious chaos monkeys is Antonio GarcÃa MartÃnez.After stints on Wall Street and as CEO of his own startup, GarcÃa MartÃnez joined Facebookâ ™s nascent advertising team, turning its usersâ ™ data into profit for COO Sheryl Sandberg and chairman and CEO Mark â œZuckâ • Zuckerberg. Forced out in the wake of an internal product war over the future of the companyâ ™s monetization strategy, GarcÃa MartÃnez eventually landed at rival Twitter. He also fathered two children with a woman he barely knew, committed lewd acts and brewed illegal beer on the Facebook campus (accidentally flooding Zuckerberg's desk), lived on a sailboat, raced sport cars on the 101, and enthusiastically pursued the life of an overpaid Silicon Valley wastrel.Now, this gleeful contrarian unravels the chaotic evolution of social media and online marketing and reveals how it is invading our lives and shaping our future. Weighing in on everything from startups and credit derivatives to Big Brother and data tracking, social media monetization and digital â œprivacy,â • GarcÃa MartÃnez shares his scathing observations and outrageous antics, taking us on a humorous, subversive tour of the fascinatingly insular tech industry. Chaos Monkeys lays bare the hijinks, trade secrets, and power plays of the visionaries, grunts, sociopaths, opportunists, accidental tourists, and money cowboys who are revolutionizing our world. The question is, will we survive?

Book Information

Customer Reviews

View larger   Antonio GarcÃƒÂa MartÃƒÂnez talks with Steven Levy   Steven Levy is the editor-in-chief of Backchannel.   Steven Levy (SL): Antonio, why did you write this book?   Antonio GarcÃƒÂa MartÃƒÂnez (AGM): You know, that's a good question because many would think that I'm committing career suicide by writing it. One of the most notable things about Silicon Valley is that nobody is writing those histories. Everyone in Silicon Valley lives in what I like to call 'the eternal present'. ItÃ¢Â Â™s the urgent now of the next start-up, or the next cool technology or the next fundraising round or the next media event. No one ever pulls back and thinks: "What are they going to think of us in ten years or a hundred years?" So at the very highest, noblest level, recording that history is why I wrote the book.   SL: You did it, as you mentioned, in a pretty unmediated fashion, one which is probably going to ruffle some feathers. We were talking at one point earlier about doing pieces of this on Backchannel, and I was going to call this series 'YouÃ¢Â Â™ll Never Eat Free Lunch in This Town Again'. Do you think you are going to be blackballed?   AGM: Oh, yeah. I think there are going to be one of two reactions to the book. One is from the Facebook founder, early employee, or anyone really vested in and part of the Silicon Valley establishment, who are going to be extraordinarily antagonistic to it. And then I think

there's going to be the reaction of the mid-level or junior-level Facebook employee (what I was at Facebook), or the scarred veteran of many a start-up who is not believing in the fairy tale anymoreâ Â"they are going to read it and see what is basically a portrait of their own lives and laugh like hell.   SL: Your view of Silicon Valley seems to be a kind of den of scoundrels, and you don't exempt yourself from this. Yet there's a moment late in the book where you drop that pose for a second and say how you were drinking the Kool-Aid yourself. How swept up did you get in the Silicon Valley ethos while at the same time looking at a lot of things around you with a jaundiced eye?   AGM: Like I say in the book, "Inside every cynic lives a heartbroken idealist". So if I look at the Silicon Valley world with such a jaundiced eye, it's precisely because I at one point believed in it. I've definitely hammed up this persona of the swaggering rapscallion running amok through the Silicon Valley world, which I kind of did for a number of years. But that rapscallion did believe. I wore a little Facebook fleece every day, I lived at Facebook, I believed in the mission, I was as much a rank-and-file trooper as anybody else. Of course, I was disabused of that opinion as I saw the reality. But I absolutely was a believer at one point, no question.

Chaos Monkeys: Obscene Fortune and Random Failure in Silicon Valley Chaos Monkeys: Inside the Silicon Valley money machine Valley Speak: Deciphering the Jargon of Silicon Valley Clean Disruption of Energy and Transportation: How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities and Conventional Cars Obsolete by 2030 Probability, Random Variables, And Random Signal Principles Make It New: The History of Silicon Valley Design The Art of Product Management: Lessons from a Silicon Valley Innovator The Geography of Genius: A Search for the World's Most Creative Places from Ancient Athens to Silicon Valley The New New Thing: A Silicon Valley Story Startup: A Silicon Valley Adventure The Launch Pad: Inside Y Combinator, Silicon Valley's Most Exclusive School for Startups 250 Random Facts Everyone Should Know: A Collection of Random Facts Useful for the Odd Pub Quiz Night Get-Together or as Conversation Starters Software Failure: Management Failure: Amazing Stories and Cautionary Tales (Wiley Series in Software Engineering Practice) Five Little Monkeys Jumping on the Bed (A Five Little Monkeys Story) Five Little Monkeys Sitting in a Tree (A Five Little Monkeys Story) Five Little Monkeys Wash the Car (A Five Little Monkeys Story) Five Little Monkeys Storybook Treasury (A Five Little Monkeys Story) Five Little Monkeys Jump in the Bath (A Five Little Monkeys Story) Five Little Monkeys Trick-or-Treat (A Five Little Monkeys Story) Five Little Monkeys with Nothing to Do (A Five Little Monkeys Story)