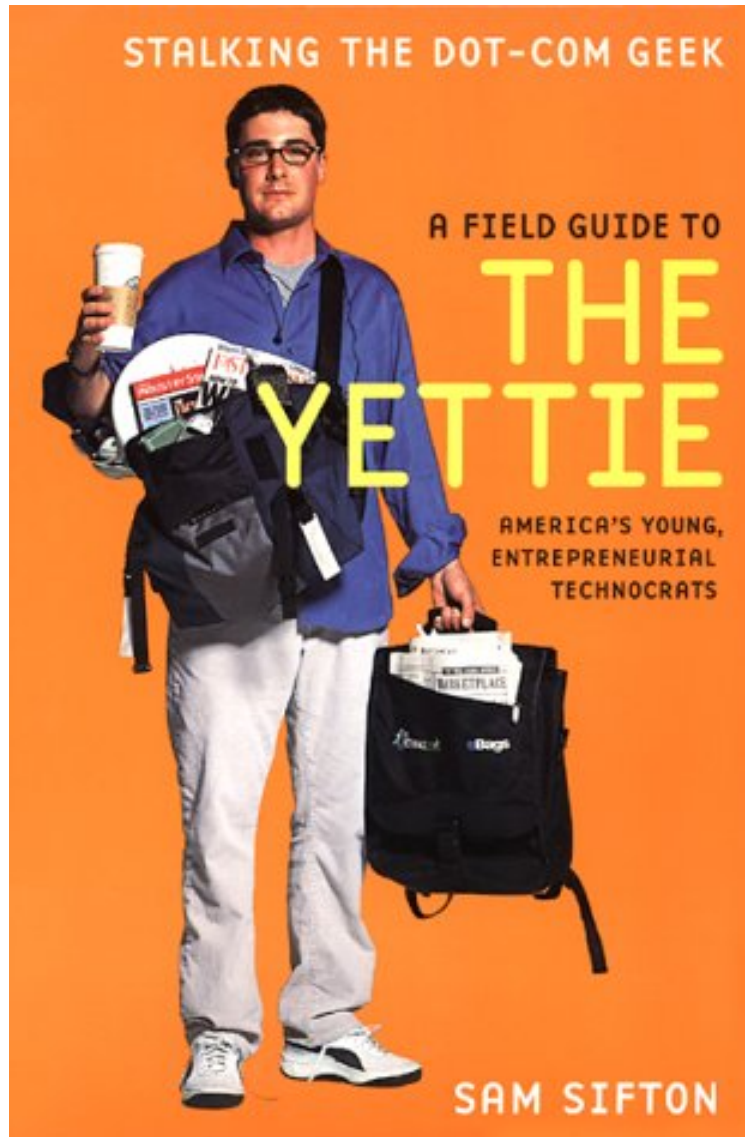


[Pdf free] A Field Guide to the Yettie: America's Young, Entrepreneurial Technocrats

A Field Guide to the Yettie: America's Young, Entrepreneurial Technocrats

Sam Sifton

**Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#6096916 in Books 2000-11-15 Original language: English PDF # 1 9.25 x .50 x 6.251, .54 #File Name: 0786886099152 pages | File size: 51.Mb

Sam Sifton : A Field Guide to the Yettie: America's Young, Entrepreneurial Technocrats before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Field Guide to the Yettie: America's Young, Entrepreneurial Technocrats:

0 of 5 people found the following review helpful. fun, but no 'Preppy Handbook' By D. E. Trooskin-zoller I liked the

book. it's a little simplistic, like "the preppy handbook" without the polish, but that's kind of what I expect from an anthropological study of something that's still happening. yetties (and bobos as well, though they're distinct) are basically real phenomena. if you're in the industry (as most of us on the list are), you won't actually *learn* anything, but it's an amusing harmless read. if you're not in the industry, it's the best stab I've seen at somebody writing a book that my mom might understand about what kind of people are in the industry. (I read it and gave her a copy while I was home for thanksgiving; she's found it amusing and interesting in the ways I expected her to.)

4 of 6 people found the following review helpful. Coming to A Garage Sale Near You! By Randall Barnhart No one, not evencom, was blind-sided worse by the dot.com crash than this book. Based on the obsolete notion that the so-called New Economy was eternal, it gives new meaning to the word "hubris". Supposedly detailing the various stereotypes inhabiting the e-companies that sprang up in the wake of the Internet (the "Young Entrepreneurial Technocrats" of the title), it sets out to prove that everything is cool in E-Land. Sure thing. Paying obsequious homage to the big money powerhouses of E-Land, he also backhands the working class (his words) of the "New" Economy. You know, the poorly paid, overworked mouse jockeys sitting in their cubicles pounding out code so you can enjoy the newest game based on the last newest game. Of course, when the bubble broke, they were "let go" (or down-sized or "de-hired") by the thousands, and now there is a new type of Yettie: the Homeless Nerd. There is also venom for the supposed "fools" who sensed something amiss about the E-Economy: the Analysts and the Journalists. Supposedly anxious about the E-Economy out of jealousy for the dot.com millionaires, they are presented as leeches ready to jump to the E-Economy the first chance they can. Of course! Why on earth could anyone doubt the eternal growth potential of the New Economy unless it was through malice. Sifton blathers on in blind optimism about how Everything Has Changed. Clearly he's never heard Tulip Panic or the Great South Sea Bubble. All those Homeless Nerds are now learning that, no matter how casual he lets you dress, the boss is still the boss.

7 of 10 people found the following review helpful. Hard to reconcile with the real thing! By judithgoldberger@excite.com Even though I am a YETTIE myself, working in a .COM operation in New York, I could hardly recognize any of the characters in Sam Sifton's work. The book is an expansion of an article he wrote on a similar subject for "Talk" magazine, earlier in 2000. In fact, at least one of the illustrations used in that article has been reused here, although all the text is fresh. The problem with this little book is threefold. Firstly, it's just that - a little book. The subject matter was fine as a magazine article - any expansion really merited a large coffee table book replete with big, glossy, colorful photographs and not the small monochromatic efforts here. Secondly, I couldn't relate to any of the so-called YETTIE profiles - probably because they're not accurate and have been researched by an outsider. A clue to this can be gained from reading some of the end credits, which reveals, in fact, that the people in the book really are little more than clothes horses and models for major corporate product placement. None of these people are actually real people; they're all "pretend" icons. This is Sifton's way of telling us this is what he thinks that YETTIES should be (presumably we should all now rush out to Cole Hahn, J. Crew, Banana Republic, and the local mobile phone store right away in order to appear to be "with it"). Thirdly, the book is completely anachronistic, and publication is too late to appeal to the masses in any way now other than out of a sense of nostalgic whimsy. Readers of the .COM industry's equivalent of "People" magazine, "The Industry Standard", will be similar disappointed at its lack of timeliness, as they move off to other pastures in search of their rent. Already, .COMs, the natural habitat of the YETTIE, are tanking (PETS.COM, EVITE.COM, etc., etc., are history) with large-scale layoffs, thus leaving only a handful of major operators (AMAZON.COM, EBAY.COM) and the old stalwart blue chips like Oracle and Microsoft corporations to continue to hold their own. The latest industry research predicts that, by mid-2001, nearly all the present small .COM operations will cease to exist as corporate entities, and already 90% of their lifeblood - advertising revenue - is allocated to the top 10% web sites. The day of the YETTIE is really over - already in San Francisco, there is a 12 Step Recovery Program aimed at their ilk! So, I'm not sure why anyone would really want to buy this book. Better to read the original "Talk" article in your local library and save your money. Perhaps Sifton will write a book on Starbuck's recently hired new Baristas - called "YETTIES, The Afterlife".

The yettie is "young" and "entrepreneurial." His business is technology. He has an extremely difficult time explaining to his parents exactly what it is he does for a living. This book takes a humourous and biting look at all aspects of yettie culture, from clothes to transport, to drinks and dinner to e-mail to accessories to political beliefs to choices of reading material. The guide further classifies yettie behaviour and style based on job title and description and educational background and, perhaps most important, number of stock options. The yettie, after all, is rich on paper.

"(an) astute, witty and well-reported book." -- San Francisco Chronicle "...Sifton's cultural anthropology...is jampacked with satisfying wisecracks, but it's also wickedly intelligent, scrupulously nuanced and...wise." -- Kurt Anderson, author of Turn of the Century and co-founder of Inside "...hilarious...contains, among other things, the ultimate acronym directory. This could be very useful to you as you hunt down your prey." -- The New York Observer "Extremely funny." -- Seattle Weekly "Hilarious." -- The Daily News "Laugh-out-loud funny.... nastily delicious." -- salon.com "Someday when paleontologists sift through our bones to fathom the Internet Age, they will

need [this books]..." -- Ken Auletta, author of *The Highwaymen: Warriors of the Information Superhighway*"Would be a one-joke book about the new tech elite, except it's so dead-on." -- Detroit Free Press, Nov. 30, 2000

About the Author
Sam Sifton worked as a writer and editor at the weekly New York Press before becoming a founding editor at Talk magazine, where he writes about social trends.