After Hype

From artificial intelligence (AI) to quantum computing, every new technology is surrounded by 'hype' – but what exactly is hype, and how does it work? This is the first book to take hype seriously, showing how it is made, managed, and mobilised across today's innovation landscapes. Far from being just empty talk, hype has become a structured practice and even a business in its own right. The authors uncover the machinery that drives markets, guides innovation, and shapes whole promissory economies. They also initiate 'Hype Studies' – a new way of understanding how innovation unfolds in the digital age and beyond. *After Hype* not only establishes hype as a serious object of study but also reveals it to be one of the most powerful yet overlooked forces shaping and influencing our technological future(s). This title is also available as Open Access on Cambridge Core.

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The Business of Taming the Digital Economy

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