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before purchasing it in order to gauge whether or not it would be worth my time, and all praised YouTube's Greatest Hits: The True Stories Behind 15 of YouTube's Most Popular Videos (Including How they Did It and Where They Are Today):

Viral videos amuse, entertain and shock, and sometimes make us laugh or cry. They spawn Internet memes, like 2011's Sh*t Girls Say, 2010's Bedroom Intruder and 2012's Facebook Parenting. With the proliferation of camera phones and the availability of inexpensive video editing software, everyone has the potential to create viral content. Viral success is as much a combination of creative content as it is luck, which Friday singer Rebecca Black knows all too well. When videos make it big (and even turn into their own meme), we all remember the actors whether it's a mischievous little boy biting his brother's finger or a wedding party dancing their way to fame. So, where are they now? This book covers 15 YouTube videos that went viral and what happened to each of these viral video stars.