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simultaneously  
neophilic, curious to  
discover new things,  
and deeply neophobic,  
afraid of anything that  
is too new. The best hit  
makers are gifted at  
creating moments of  
meaning by marrying  
new and old, anxiety  
and understanding.  
They are architects of  
familiar surprises.”

**Hit Makers Quotes  
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**18 Ideas About How**

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In 2017, Thompson published his first book, Hit Makers: How to Succeed in an Age of Distraction. It was a national bestseller [10] and winner of the American Marketing Association's Leonard L. Berry Marketing Book Award for the best marketing book of 2018.

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