<<subject line>>

**The #DigitalSkeptic Signs With FinePrint Lit., For A Contrarian Book About The Web.**

<<hed>>

FinePrint Literary Management inks a long-term artist’s representation deal with Jonathan Blum, author of the hit *The Digital Skeptic*™ web series, for a new book on how to survive the Information Economy.

<<copy>>

New York, NY. November 14, 2014 -- [FinePrint Literary Management](http://fineprintlit.com/), a leading New York City literary agency, announced today it would be the agent of record for Jonathan Blum (pronounced “bloom”), helping him to bring the popular [#DigitalSkeptic](http://thedigitalskeptic.com/) to mainstream publishing.

The two will collaborate on a groundbreaking, contrarian non-fiction trade book redefining how we see the information economy, and how to repair the damage it has done to our economy.

“Jonathan was an early pioneer in questioning the Internet, years ahead of today’s trendy Web skeptics,” said Peter Rubie, CEO at the agency, and Mr. Blum’s agent. Even though Blum is a first-time author, Rubie said, he was impressed both with his journalism track record and his practical experience as a digital-age analyst and trend setter.

“He’s generated the right kind of interest from major media outlets. I’m excited to show his ideas to publishers, and think it’s exactly what they are looking for,” says Rubie. “His book will be that “water cooler" book we all look for, that fundamentally changes the conversation about the Web.”

Blum, began *The Digital Skeptic*™ three years ago, based on his own experience as a professional media entrepreneur and journalist in the early millennium collapsing news business. Since 2012, he has produced over 300 hundred record breaking Web columns and video pieces, for [TheStreet](http://www.thestreet.com/find/results/index.html?q=Jonathan+Blum&omorig=header) and in syndication both for domestic giants like [Yahoo! Finance](http://finance.yahoo.com/news/digitalskeptic-nyse-just-another-digital-130000928.html), and [around the globe](http://www.finanzen.net/nachricht/aktien/DigitalSkeptic-How-Action-Camera-Maker-Contour-Failed-and-How-It-Comes-Back-3298527).

Throughout his reporting, Blum has been eerily prescient in predicting the issues facing major information companies like [Amazon](http://www.thestreet.com/find/results/index.html?q=Jonathan+Blum+amazon&omorig=header) and [Spotif](http://www.thestreet.com/story/12145179/1/digitalskeptic-spotify-being-eaten-alive-at-online-music-buffet.html)y, as well as the challenges faced by [sports statistics](http://www.thestreet.com/story/12575387/1/digitalskeptic-moneyball-may-not-be-so-money-after-all.html), [Big Data](http://www.thestreet.com/story/12189746/1/digitalskeptic-big-data-is-dumb-if-youre-smart.html) and Web [advertising](http://www.thestreet.com/story/12241694/1/digitalskeptic-ad-agencies-are-being-moved-off-madison-ave-to-digital-slum.html).

“When I first conceived of this book I had no idea it would wind up in mainstream publishing channels. I thought it would be a niche title I did for my readers,” says Blum.

“But Peter saw the wider potential. It’s a great opportunity to get his help in delivering what I want to say on a bigger stage.”

###

Contact:

Peter Rubie

CEO/Agent

FinePrint Literary Management

115 West 29th Street, 3rd Floor

New York, NY 10001

212-279-6214

[Peter@fineprintlit.com](mailto:Peter@fineprintlit.com)