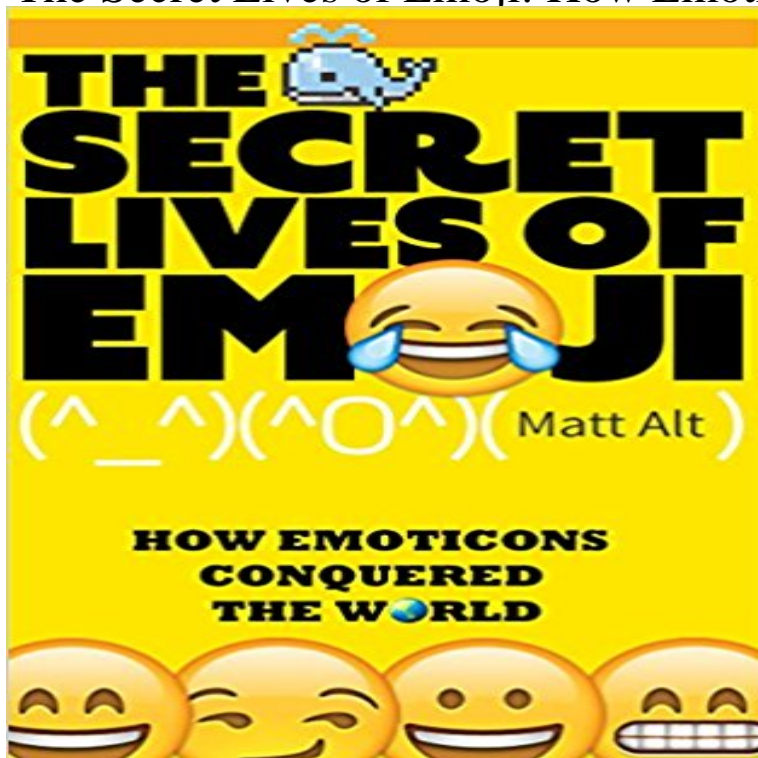


# The Secret Lives of Emoji: How Emoticons Conquered the World



The true story of how emoji conquered the global marketplace. The Secret Lives of Emoji is digital archaeology. It is an in-depth look at the historic roots, the early trends, the current state of affairs, and the future prospects for this undeniable global phenomenon. Researched and written in Tokyo, it features interviews with key emoji players such as their inventor, Shigetaka Kurita, and many others, set against a high-tech cityscape. Think of it as a cutting-edge On the Origin of Species for the evolution of digital mascots instead of organic creatures. It is a roadmap for how a worldwide trend emerged and grew and a window into the future of human communications.

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