

# YOU MAY ALSO LIKE

---

TASTE IN AN AGE OF ENDLESS CHOICE

---

TOM VANDERBILT



SIMON &  
SCHUSTER

London · New York · Sydney · Toronto · New Delhi

A CBS COMPANY

# Contents

## INTRODUCTION

WHAT'S YOUR FAVORITE COLOR  
(AND WHY DO YOU EVEN HAVE ONE)?

3

## CHAPTER 1

WHAT WOULD YOU LIKE?  
THINKING ABOUT OUR TASTE FOR FOOD

17

## CHAPTER 2

THE FAULT IS NOT IN OUR STARS, BUT IN OURSELVES  
LIKING IN A NETWORKED AGE

52

## CHAPTER 3

HOW PREDICTABLE IS OUR TASTE?  
WHAT YOUR PLAYLIST SAYS ABOUT YOU  
(AND WHAT YOU SAY ABOUT YOUR PLAYLIST)

81

## CHAPTER 4

HOW DO WE KNOW WHAT WE LIKE?  
THE ECSTASIES AND ANXIETIES OF ART

112

CHAPTER 5  
WHY (AND HOW) TASTES CHANGE  
152

CHAPTER 6  
BEER, CATS, AND DIRT  
HOW DO EXPERTS DECIDE WHAT'S GOOD?  
184

CONCLUSION  
TASTING NOTES  
HOW TO LIKE  
223

NOTES  
227

INDEX  
291