

# Beyond Belief Gets the Strongest Signal, with Andreessen Flagging a HeavyPulp Video

Recommended Reading from Tech Founders

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## Beyond Belief Gets the Strongest Signal, with Andreessen Flagging a HeavyPulp Video

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A sparse but usable set of authentic recommendations: Ryan Hoover repeatedly backs Nir Eyal’s *Beyond Belief* from announcement through audiobook release, while Marc Andreessen gives a notably strong endorsement to HeavyPulp’s video *The Internet Is Gonna End Us (But it’s okay!)*.

### Strongest signal: *Beyond Belief*

In the provided material, this is the clearest recommendation because it shows **repeat engagement**, not a one-off mention. Ryan Hoover said Nir Eyal had announced his new book, *Beyond Belief* [1], noted that he helped Eyal write *Hooked* 13 years ago and “learned way more than I contributed” [1], then said he pre-ordered the audiobook [1] and later that he was listening once it released [2].

- **Title:** *Beyond Belief* [1]
- **Content type:** Book / audiobook [1, 2]
- **Author/creator:** Nir Eyal [1]
- **Link/URL:** Recommendation source posts: announcement, audiobook release
- **Who recommended it:** Ryan Hoover [1, 2]
- **Key takeaway:** The source material does not surface a specific lesson from the book itself. The usable signal is Hoover’s follow-through from announcement to pre-order to release-day listening [1, 2]
- **Why it matters:** Hoover brings relevant context to the recommendation because he previously helped Eyal write *Hooked* and says he learned more than he contributed [1]

“for the record, I learned way more than I contributed” [1]

## Another authentic pick: *The Internet Is Gonna End Us (But it's okay!)*

Marc Andreessen highlighted HeavyPulp's video by linking directly to it and calling it the "second best thing I've ever seen" [3, 4].

- **Title:** *The Internet Is Gonna End Us (But it's okay!)* [4]
- **Content type:** Video [4]
- **Author/creator:** @heavypulp [3]
- **Link/URL:** <https://x.com/heavypulp/status/2015921562038206851> [3]
- **Who recommended it:** Marc Andreessen [3]
- **Key takeaway:** The source material does not include a substantive lesson from the video itself; the main signal is the intensity of Andreessen's endorsement [3]
- **Why it matters:** Even without added explanation, this stands out as a direct and unusually strong recommendation tied to a specific piece of content rather than a vague reference [3]

"Second best thing I've ever seen." [3]

## What to take from this set

The pattern here is **strength of endorsement over articulated lesson**. *Beyond Belief* is the more useful signal because the recommendation is repeated and grounded in Hoover's prior working relationship with Eyal [1, 2]. Andreessen's video share is still notable, but the provided material says much less about what viewers should expect beyond his enthusiasm [3].

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## Sources

1. X post by @rrhoover
2. X post by @rrhoover
3. X post by @pmarca
4. X post by @heavypulp