



Tap Twice to Like

More than 55 million people follow the @natgeo photo feed on Instagram, a collection that offers daily—sometimes hourly—opportunities to be transported and informed.

No one person curates the account. The password is shared among a hundred or so National Geographic photographers, who are encouraged to post from wherever they are when they have an image worth sharing. A new book, *@NatGeo*, presents 255 of the most popular images, as selected by Instagram users and National Geographic's photo editors.

The book *@NatGeo* is available at shopng.com/natgeobook or wherever books are sold.

What do you think Narcissus dwells on when there's no Echo BTR?

