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~~The Attention Merchants: The Epic Scramble to Get Inside ...~~

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Attention merchant: an industrial-scale harvester of human attention. A firm whose business model is the mass capture of attention for resale to advertisers. In nearly every moment of our waking lives, we face a barrage of advertising enticements, branding efforts, sponsored social media, commercials and other efforts to harvest our attention.

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The Attention Merchants: The Epic Scramble to Get Inside Our Heads by Tim Wu (Alfred A. Knopf, New York, 2016. \$28.95) At a recent small college basketball game I was in the stands with perhaps twenty or thirty other fans, most, unlike me, parents of players, or friends of coaches, along with a few teachers and academic administrators. Sitting near me was the father of a female player who I knew to be on the court as a starter.

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The Attention Merchants: The Epic Scramble to Get Inside Our Heads. Tim Wu. Attention merchant: an industrial-scale harvester of human attention. A firm whose business model is the mass capture of attention for resale to advertisers. In nearly every moment of our waking lives, we face a barrage of advertising enticements, branding efforts, sponsored social media, commercials and other efforts to harvest our attention.

~~The Attention Merchants: The Epic Scramble to Get Inside ...~~

The Attention Merchants: The Epic Scramble to Get Inside Our Heads Review. From Tim Wu, author of the award-winning The Master Switch ( a New Yorker and Fortune Book of the Year) and who coined the term -net neutrality---a revelatory, ambitious and urgent account of how the capture and re-sale of human attention became the defining industry of our time.

~~The Attention Merchants: The Epic Scramble to Get Inside ...~~

Gripping from page one with its insight, vivid writing, and panoramic sweep, The Attention Merchants is also a book of urgent importance, revealing how our preeminent industries work to fleece our

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consciousness rather than help us cultivate it.” –Amy Chua, Yale law professor and author of *Battle Hymn of the Tiger Mother* and *The Triple Package*

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The history of the slow, steady annexation and exploitation of our consciousness — whether by television commercials, war propaganda or tweets — is the subject of Tim Wu's new book, "The Attention...

~~Review: 'The Attention Merchants' Dissects the Battle for ...~~

These are among Tim Wu's concluding observations: "At bottom, whether we acknowledge it or not, the attention merchants have come to play an important part in setting the course of our lives and consequently the future of the human race, insofar as that future will be nothing more than the running total of our individual mental states...If we desire a future that avoids the enslavement of the propaganda state as well as the narcosis of the consumer and celebrity culture, we must first ...

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~~The Attention Merchants: The Epic Scramble to Get Inside ...~~

Few moments or spaces of our day remain uncultivated by the "attention merchants," contributing to the distracted, unfocused tenor of our times.

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In his new book, he targets another kind of corporate domination: the industry that monopolises our attention. According to Wu, this industry emerged from the first world war. In 1914 Germany ...

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About The Attention Merchants. One of the Best Books of the Year. The San Francisco Chronicle \* The Philadelphia Inquirer \* Vox \* The Globe and Mail (Toronto) From Tim Wu, author of the award-winning The Master Switch ( a New Yorker and Fortune Book of the Year) and who coined the term "net neutrality"—a revelatory, ambitious and urgent account of how the capture and re-sale of human attention became the defining industry of our time.

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