

The Attention Merchants The Epic Struggle To Get Inside Our Heads

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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 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 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.

The Attention Merchants: The Epic Scramble to Get Inside ...
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The Attention Merchants: The Epic Scramble to Get Inside Our Heads Tim Wu Vintage Books, a division of Penguin Random House LLC, 2017 - Business & Economics - 432 pages

The Attention Merchants: The Epic Scramble to Get Inside ...
Tim Wu, The Attention Merchants: The Epic Scramble to Get Inside Our Heads, New York, NY: Alfred A. Knopf, 2016, 403 pp., \$18.06 (hardcover), \$13.95 (paperback). Tim Wu is a storyteller--a good one.

The Attention Merchants: The Epic Scramble to Get Inside ...
About The Attention Merchants. 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. Feeling attention challenged?

The Attention Merchants by Tim Wu: 9780804170048 ...
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 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...

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The Attention Merchants: The Epic Scramble to Get Inside Our Heads Hardcover – Deckle Edge, Oct. 18 2016 by Tim Wu (Author) 4.3 out of 5 stars 158 ratings See all formats and editions

The Attention Merchants: The Epic Scramble to Get Inside ...
His book, THE ATTENTION MERCHANTS: THE EPIC SCRAMBLE TO GET INSIDE OUR HEADS, is now available in paperback from Penguin Random House. Tim Wu is an author, policy advocate, and professor at...

Tim Wu on THE ATTENTION MERCHANTS
The Attention Merchants (2016) details the history of the fascinating field of advertising. These blinks will teach you all about the "attention industry," offering a historical account of how advertising has arrived at its modern incarnation.

The Attention Merchants by Tim Wu
Praise For The Attention Merchants: The Epic Scramble to Get Inside Our Heads ... "Comprehensive and conscientious...Wu writes with elegance and clarity... [his] chapters about the early days of advertising are some of this book's most enjoyable, easily serving as a reader's companion to "Mad Men."

The Attention Merchants: The Epic Scramble to Get Inside ...
Editions for The Attention Merchants: The Epic Scramble to Get Inside Our Heads: 0385352018 (Hardcover published in 2016), (Kindle Edition published in 2...

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Since the early days, the basic business model of "attention merchants" has never changed: free diversion in exchange for a moment of your time, sold in turn to the highest-bidding advertiser. Full of lively, unexpected storytelling and piercing insight, The Attention Merchants lays bare the true nature of a ubiquitous reality we can no ...