

## The Attention Merchants The Epic Struggle To Get Inside Our Heads

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### The Attention Merchants The Epic

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

### Amazon.com: The Attention Merchants: The Epic Scramble to ...

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 is a book of our time, touching on an emerging strain of anxiety about the information age.... A bracing intellectual tour de force." —The San Francisco Chronicle "Comprehensive and conscientious, readers are bound to stumble on ideas and episodes of media history that they knew little about.

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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

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Attention Merchants The Epic Struggle To Get Inside Our Heads which can avoid major misunderstanding, the attention merchants the epic struggle to get inside our heads is a step by step booklet that helps you to understand what it requires to home a supplementary job. We will cover the overall parameters regarding your job search and you will ...

### The Attention Merchants The Epic Struggle 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 ...

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• The Attention Merchants: From the Daily Newspaper to Social Media, How Our Time and Attention Is Harvested and Sold is published by Atlantic. To order a copy for £16.40 (RRP £20) go to ...

### The Attention Merchants review - how the web is being ...

Author Tim Wu speaks on the businesses who attract people's attention for resale or profit: from social media like Facebook to TV channels to publishers like...

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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 deserves everyone's attention." -Nicholas Carr, author of Utopia Is Creepy and The Shallows "The question of how to get people to care about something important to you is central to religion, government, commerce, and the arts.

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

The Attention Merchants: The Epic Scramble to Get Inside Our Heads Tim Wu, Knopf, \$27.95 (432p) ISBN 978-0-385-35201-7. More By and About This Author. ARTICLES. How Advertising Ate the World: Tim ...

### Nonfiction Book Review: The Attention Merchants: The Epic ...

Full of lively, unexpected storytelling and piercing insight, The Attention Merchants lays bare the true nature of a ubiquitous reality we can no longer afford to accept at face value. PUBLISHERS WEEKLY AUG 8, 2016

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### Buy The Attention Merchants: The Epic Scramble to Get ...

The Attention Merchants Quotes Showing 1-30 of 38. "As William James observed, we must reflect that, when we reach the end of our days, our life experience will equal what we have paid attention to, whether by choice or default.