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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

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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 ... “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. The Attention Merchants: The Epic Scramble to Get Inside ... “The Attention Merchants is a book of our

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The Attention Merchants: The Epic Scramble to Get Inside

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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.

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