

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

Service design is a rapidly growing area of interest in design and business management. There are a lot of books on how to get started, but this is the first book that describes what a 'good' service is, what makes a good service and why. This book lays out the essential principles for building services that work well for users. Demystifying what we mean by a 'good' and 'bad' service and describing the common elements within all services that mean that it either works for users or doesn't. This book is for anyone who is involved in designing or delivering services and aims to give the reader an understanding of what the common characteristics of a "good service" are to users. For readers who are not professional service designers, this book gives an indication of what they or their teams should be aiming for, without presuming they will invest a significant amount of time designing a service themselves.

Which Side of History? offers a collection of bold essays on how technology is affecting democracy, society, and our future. Featuring prominent national voices such as Sacha Baron Cohen, Marc Benioff, Ellen Pao, Ken Auletta, Chelsea Clinton, Tim Wu, Khaled Hosseini,

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Nicholas Kristof and Sheryl WuDunn, Jaron Lanier, Willow Bay, Sal Khan, Sherry Turkle, Shoshana Zuboff, Vivek Murthy, Geoffrey Canada, and many more. The essays focus on the extraordinary impact of technology on our privacy, kids and families, race and gender roles, democracy, climate change, and mental health. This groundbreaking book challenges opinion leaders and the broader public to take action to improve technology's effects on our lives. Featuring notable journalists, engineers, entrepreneurs, novelists, activists, filmmakers, business leaders, scholars, and researchers, including: Thomas Friedman, Kara Swisher, Michelle Alexander, Jennifer Siebel Newsom, Jenna Wortham, Cameron Kasky, Howard Gardner, and Tristan Harris. Explores the ethical behavior of Big Tech, or the lack thereof Offers roadmaps for constructive change and thought-provoking perspectives. With the rise of cyberbullying and hate speech online, issues around climate change and technology, and the "move fast and break things" mentality of tech culture, Which Side of History? will urge readers to draw the line. This book will help shape the conversations we have around technology in our society and our future for years to come. A smart gift for anyone who approaches tech and the future with a healthy skepticism Edited by James P. Steyer, the CEO and founder of Common Sense Media. Add it to the shelf with books like Ten Arguments for Deleting Your Social Media Accounts Right Now by

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Jaron Lanier, *The Shallows: What the Internet Is Doing to Our Brains* by Nicholas Carr, and *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power* by Shoshana Zuboff. Miriam Beckstein is a young, hip, business journalist in Boston. She discovered in *The Family Trade* and *The Hidden Family* that her family came from an alternate reality, that she was very well-connected, and that her family was too much like the mafia for comfort. She found herself caught in a family trap in *The Clan Corporate* and betrothed to a brain-damaged prince, and then all hell broke loose. Now, in *The Merchants' War*, Miriam has escaped to yet another world and remains in hiding from both the Clan and their opponents. There is a nasty shooting war going on in the Gruinmarkt world of the Clan, and we know something that Miriam does not; something that she's really going to hate--if she lives long enough to find out. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

The Traders' War -- an omnibus edition of the third and fourth novels in Charles Stross's *Merchant Princes* series. Miriam was an ambitious business journalist in Boston. Until she was fired--then discovered, to her shock, that her lost family comes from an alternate reality. And although some of them are trying to kill her, she won't stop digging up secrets. Now that she knows she's inherited the family ability to

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walk between worlds, there's a new culture to explore. Her alternate home seems located around the Middle Ages, making her world-hopping relatives top dogs when it comes to "importing" guns and other gadgets from modern-day America. Payment flows from their services to U.S. drug rings—after all, world-skipping drug runners make great traffickers. In a land where women are property, she struggles to remain independent. Yet her outsider ways won't be tolerated, and a highly political arranged marriage is being brokered behind her back. If she can stay alive for long enough to protest. "These books are immense fun."--Locus At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

The People Vs Tech

Principles of American Journalism

A Merchant Princes Omnibus

How Technology Is Reshaping Democracy and Our Lives

Paid Attention

The Science and Business of Turning Waste into Wealth and Health

Speak, Okinawa

Argues that human freedom is threatened by systems of intelligent persuasion developed by tech giants who compete for our time and attention. This title is also available as Open Access.

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An intimate and profound reckoning with the changes buffeting the \$2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of Googled Advertising and marketing touches on every corner of our lives, and the industry is the invisible fuel powering almost all media. Complain about it though we might, without it the world would be a darker place. But of all the industries wracked by change in the digital age, few have been turned on their heads as dramatically as this one. Mad Men are turning into Math Men (and women--though too few), an instinctual art is transforming into a science, and we are a long way from the days of Don Draper. Frenemies is Ken Auletta's reckoning with an industry under existential assault. He enters the rooms of the ad world's most important players, meeting the old guard as well as new powers and power brokers, investigating their perspectives. It's essential reading, not simply because of what it reveals about this world, but because of the potential consequences: the survival of media as we know it depends on the money generated by advertising and marketing--revenue that is in peril in the face of technological changes and the fraying trust between the industry's key players.

A freewheeling, sharp-shooting indictment of a tech-besotted culture. With razor wit, Nicholas Carr cuts through Silicon Valley's unsettlingly cheery vision of the technological future to ask a hard question: Have we been seduced by a lie? Gathering a decade's worth of posts from his blog, Rough Type, as well as his seminal essays, Utopia Is Creepy is "Carr's best hits for those who missed the last decade of his stream of thoughtful commentary about

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our love affair with technology and its effect on our relationships” (Richard Cytowic, New York Journal of Books). Carr draws on artists ranging from Walt Whitman to the Clash, while weaving in the latest findings from science and sociology. Carr’s favorite targets are those zealots who believe so fervently in computers and data that they abandon common sense. Cheap digital tools do not make us all the next Fellini or Dylan. Social networks, diverting as they may be, are not vehicles for self-enlightenment. And “likes” and retweets are not going to elevate political discourse. Utopia Is Creepy compels us to question the technological momentum that has trapped us in its flow. “Resistance is never futile,” argues Carr, and this book delivers the proof.

The Internet Age: on the face of it, an era of unprecedented freedom in both communication and culture. Yet in the past, each major new medium, from telephone to satellite television, has crested on a wave of similar idealistic optimism, before succumbing to the inevitable undertow of industrial consolidation. Every once free and open technology has, in time, become centralized and closed; as corporate power has taken control of the 'master switch.' Today a similar struggle looms over the Internet, and as it increasingly supersedes all other media the stakes have never been higher. Part industrial expos, part examination of freedom of expression, The Master Switch reveals a crucial drama - full of indelible characters - as it has played out over decades in the shadows of global communication.

The Other Dark Matter

Good Services

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Launching Your Personal Search for Success

United States of Distraction

Simple Truths for Marketers

The Epic Struggle to Get Inside Our Heads

Frenemies

Wharton professor Richard Shell created the Success Course to help his world-class MBA students answer two questions that aren't as obvious as they seem: "What, for me, is success?" and "How will I achieve it?" Based on that acclaimed course, Springboard shows how to assess the hidden influences of family, media, and culture on your beliefs about success. Then it helps you figure out your unique passions and capabilities, so you can focus more on what gives meaning and excitement to your life, and less on what you are "supposed" to want.

From FSGO x Logic: a revealing examination of digital advertising and the internet's precarious foundation In Subprime Attention Crisis, Tim Hwang investigates the way big tech financializes attention. In the process, he shows us how digital advertising—the beating heart of the internet—is at risk of collapsing, and that its potential demise bears an uncanny resemblance to the housing crisis of 2008. From the unreliability of advertising numbers and the unregulated automation of advertising bidding wars, to the simple fact that online ads mostly fail to work, Hwang demonstrates that while consumers' attention has never been more prized, the true value of that attention itself—much like subprime mortgages—is wildly misrepresented. And if online advertising goes belly-up, the internet—and its free services—will suddenly be accessible only to

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those who can afford it. Deeply researched, convincing, and alarming, Subprime Attention Crisis will change the way you look at the internet, and its precarious future. FSG Originals × Logic dissects the way technology functions in everyday lives. The titans of Silicon Valley, for all their utopian imaginings, never really had our best interests at heart: recent threats to democracy, truth, privacy, and safety, as a result of tech's reckless pursuit of progress, have shown as much. We present an alternate story, one that delights in capturing technology in all its contradictions and innovation, across borders and socioeconomic divisions, from history through the future, beyond platitudes and PR hype, and past doom and gloom. Our collaboration features four brief but provocative forays into the tech industry's many worlds, and aspires to incite fresh conversations about technology focused on nuanced and accessible explorations of the emerging tools that reorganize and redefine life today.

"Mickey Huff and Nolan Higdon emphasize what we can do today to restore the power of facts, truth, and fair, inclusive journalism as tools for people to keep political and corporate power subordinate to the engaged citizenry and the common good." —Ralph Nader The role of news media in a free society is to investigate, inform, and provide a crucial check on political power. But does it? It's no secret that the goal of corporate-owned media is to increase the profits of the few, not to empower the many. As a result, people are increasingly immersed in an information system structured to reinforce their social biases and market to their buying preferences. Journalism's essential role has been drastically compromised, and Donald Trump's repeated claims of "fake news" and framing of the media as "an enemy of the people" have made a bad

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scenario worse. Written in the spirit of resistance and hope, *United States of Distraction* offers a clear, concise appraisal of our current situation, and presents readers with action items for how to improve it. Praise for *United States of Distraction*: "A war of distraction is underway, media is the weapon, and our minds are the battlefield. Higdon and Huff have written a brilliant book of how we've gotten to this point, and how to educate ourselves to fight back and win."—Henry A. Giroux, author of *American Nightmare: Facing the Challenge of Fascism* "A timely and urgent demand re-asserting the central importance of civic pursuits—not commercialism—in U.S. media and society."—Ralph Nader "Higdon and Huff have produced the best short introduction to the nature of Trump-era journalism and how the 'Post-Truth' media world is inimical to a democratic society that I have seen. The book is provocative and an entertaining read. Best of all, the analysis in *United States of Distraction* leads to concrete and do-able recommendations for how we can rectify this deplorable situation."—Robert W. McChesney, author of *Rich Media, Poor Democracy: Communication Politics in Dubious Times* "The U.S. wouldn't be able to hide its empire in plain sight were it not for the subservient 'free' press. *United States of Distraction* shows, in chilling detail, America's major media dysfunction—how the gutting of the fourth estate paved the road for fascism and what tools are critical to salvage our democracy."—Abby Martin, *The Empire Files* "Nolan Higdon and Mickey Huff provides us with a fearless and dangerous text that refuses the post-truth proliferation of fake news, disinformation, and media that serve the interests of the few. This is a vital wake-up call for how the public can protect itself against manipulation and authoritarianism through education and public interest media."—George Yancy,

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author of *Backlash: What Happens When We Talk Honestly about Racism in America* and Professor of Philosophy at Emory University "United States of Distraction challenges our hegemon-media's ideological mind control and the occupation of human thought. Huff and Higdon correctly call for mass critical resistance through truth telling by free minds. Power to the people!" Peter Phillips, author of *Giants: The Global Power Elite*

The star of *Orange Is the New Black* and Jane the Virgin presents her personal story of the real plight of undocumented immigrants in this country Diane Guerrero, the television actress from the megahit *Orange Is the New Black* and Jane the Virgin, was just fourteen years old on the day her parents were detained and deported while she was at school. Born in the U.S., Guerrero was able to remain in the country and continue her education, depending on the kindness of family friends who took her in and helped her build a life and a successful acting career for herself, without the support system of her family. In *The Country We Love* is a moving, heartbreaking story of one woman's extraordinary resilience in the face of the nightmarish struggles of undocumented residents in this country. There are over 11 million undocumented immigrants living in the US, many of whom have citizen children, whose lives here are just as precarious, and whose stories haven't been told. Written with bestselling author Michelle Burford, this memoir is a tale of personal triumph that also casts a much-needed light on the fears that haunt the daily existence of families like the author's and on a system that fails them over and over.

Don't Be Evil

Antitrust in the New Gilded Age

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America's War Machine

The Traders' War

The Ecology of Attention

In the Country We Love

The Case Against Big Tech

Former executive editor of The New York Times and one of our most eminent journalists Jill Abramson provides a “valuable and insightful” (The Boston Globe) report on the disruption of the news media over the last decade, as shown via two legacy (The New York Times and The Washington Post) and two upstart (BuzzFeed and VICE) companies as they plow through a revolution that pits old vs. new media. “A marvelous book” (The New York Times Book Review), *Merchants of Truth* is the groundbreaking and gripping story of the precarious state of the news business. The new digital reality nearly kills two venerable newspapers with an aging readership while creating two media behemoths with a ballooning and fickle audience of millennials. “Abramson provides this deeply reported insider account of an industry fighting for survival. With a keen eye for detail and a willingness to interrogate her own profession, Abramson takes readers into the newsrooms and boardrooms of the legacy newspapers and the digital upstarts that seek to challenge their dominance” (Vanity Fair). We get to know the defenders of the legacy presses as well as the outsized characters who

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are creating the new speed-driven media competitors. The players include Jeff Bezos and Marty Baron (The Washington Post), Arthur Sulzberger and Dean Baquet (The New York Times), Jonah Peretti (BuzzFeed), and Shane Smith (VICE) as well as their reporters and anxious readers. Merchants of Truth raises crucial questions that concern the well-being of our society. We are facing a crisis in trust that threatens the free press. "One of the best takes yet on journalism's changing fortunes" (Publishers Weekly, starred review), Abramson's book points us to the future.

Designed to engage, inspire and challenge students while laying out the fundamentals of the craft, Principles of American Journalism introduces readers to the core values of journalism and its singular role in a democracy. From the First Amendment to Facebook, the new and revised edition of this popular textbook provides a comprehensive exploration of the guiding principles of journalism and what makes it unique: the profession's ethical and legal foundations; its historical and modern precepts; the economic landscape of journalism; the relationships among journalism and other social institutions; the key issues and challenges that contemporary journalists face. Case studies, exercises, and an interactive companion website encourage critical thinking about journalism and its role in society, making students more mindful practitioners of journalism and more informed media consumers.

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As ever, the onus is on brands to find compelling ways to earn the attention of the consumer. Yet content scarcity has given way to overload, fixed channels have dissolved into fluid networks, and audiences have become participants in consumer-driven conversations. This shift requires a new course of action for brands; it demands new marketing imperatives. *Paid Attention* is a guide to modern advertising ideas: what they are, why they are evolving and how to have them. Spanning communication theory, neuroscience, creativity and innovation, media history, branding and emerging technologies, it explores the strategic creation process and how to package ideas to attract the most attention in the advertising industry. Packed with real-world examples of advertising campaigns for companies including Sony, Red Bull, HP and many more, *Paid Attention* provides a robust model for influencing human behaviour. Referencing a wide body of theory and praxis, from behavioural economics and sociology to technology and even science fiction, Faris Yakob maps advertising onto a wider analysis of culture. Containing practical advertising and branding templates, including a new advertising planning toolkit, it is ideal for students and practitioners looking to get noticed in today's cluttered marketplace. Online resources include additional toolkits with advice, techniques and best practice on brand behaviour, new ideas and effective communication.

The dramatic, unlikely story behind the founding of Twitter, by New York Times

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bestselling author and Vanity Fair special correspondent The San Francisco-based technology company Twitter has become a powerful force in less than ten years. Today it's everything from a tool for fighting political oppression in the Middle East to a marketing must-have to the world's living room during live TV events to President Trump's preferred method of communication. It has hundreds of millions of active users all over the world. But few people know that it nearly fell to pieces early on. In this rousing history that reads like a novel, *Hatching Twitter* takes readers behind the scenes of Twitter's early exponential growth, following the four hackers—Ev Williams, Jack Dorsey, Biz Stone, and Noah Glass, who created the cultural juggernaut practically by accident. It's a drama of betrayed friendships and high-stakes power struggles over money, influence, and control over a company that was growing faster than they could ever imagine. Drawing on hundreds of sources, documents, and internal e-mails, Bilton offers a rarely-seen glimpse of the inner workings of technology startups, venture capital, and Silicon Valley culture.

Advertising and the Time Bomb at the Heart of the Internet

How the World's Most Powerful Company Really Works-- and how It's

Transforming the American Economy

How Facebook Disconnects Us and Undermines Democracy

My Family Divided

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How the Internet Is Killing Democracy (and How We Save It)

Soap, Sex, and Cigarettes: A Cultural History of American Advertising

The Attention Economy and How Media Works

Grossly ambitious and rooted in scientific scholarship, *The Other Dark Matter* shows how human excrement can be a life-saving, money-making resource—if we make better use of it. The average person produces about four hundred pounds of excrement a year. More than seven billion people live on this planet. Holy crap! Because of the diseases it spreads, we have learned to distance ourselves from our waste, but the long line of engineering marvels we’ve created to do so—from Roman sewage systems and medieval latrines to the immense, computerized treatment plants we use today—has also done considerable damage to the earth’s ecology. Now scientists tell us: we’ve been wasting our waste. When recycled correctly, this resource, cheap and widely available, can be converted into a sustainable energy source, act as an organic fertilizer, provide effective medicinal therapy for antibiotic-resistant bacterial infection, and much more. In clear and engaging prose that draws on her extensive research and interviews, Lina Zeldovich documents the massive redistribution of

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nutrients and sanitation inequities across the globe. She profiles the pioneers of poop upcycling, from startups in African villages to innovators in American cities that convert sewage into fertilizer, biogas, crude oil, and even life-saving medicine. She breaks taboos surrounding sewage disposal and shows how hygienic waste repurposing can help battle climate change, reduce acid rain, and eliminate toxic algal blooms. Ultimately, she implores us to use our innate organic power for the greater good. Don't just sit there and let it go to waste.

A “hauntingly beautiful memoir about family and identity” (NPR) and a young woman's journey to understanding her complicated parents—her mother an Okinawan war bride, her father a Vietnam veteran—and her own, fraught cultural heritage. Elizabeth's mother was working as a nightclub hostess on U.S.-occupied Okinawa when she met the American soldier who would become her husband. The language barrier and power imbalance that defined their early relationship followed them to the predominantly white, upstate New York suburb where they moved to raise their only daughter. There, Elizabeth grew up with the trappings of a typical American childhood

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and adolescence. Yet even though she felt almost no connection to her mother's distant home, she also felt out of place among her peers. Decades later, Elizabeth comes to recognize the shame and self-loathing that haunt both her and her mother, and attempts a form of reconciliation, not only to come to terms with the embattled dynamics of her family but also to reckon with the injustices that reverberate throughout the history of Okinawa and its people. Clear-eyed and profoundly humane, *Speak, Okinawa* is a startling accomplishment—a heartfelt exploration of identity, inheritance, forgiveness, and what it means to be an American.

An eye-opening, groundbreaking tour of the purpose of work in our lives, showing how work operates in our culture and how you can find your own path to happiness in the workplace. Why do we work? The question seems so simple. But Professor Barry Schwartz proves that the answer is surprising, complex, and urgent. We've long been taught that the reason we work is primarily for a paycheck. In fact, we've shaped much of the infrastructure of our society to accommodate this belief. Then why are so many people dissatisfied with their work, despite healthy compensation? And why do so many

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people find immense fulfillment and satisfaction through “menial” jobs? Schwartz explores why so many believe that the goal for working should be to earn money, how we arrived to believe that paying workers more leads to better work, and why this has made our society confused, unhappy, and has established a dangerously misguided system. Through fascinating studies and compelling anecdotes, this book dispels this myth. Schwartz takes us through hospitals and hair salons, auto plants and boardrooms, showing workers in all walks of life, showcasing the trends and patterns that lead to happiness in the workplace. Ultimately, Schwartz proves that the root of what drives us to do good work can rarely be incentivized, and that the cause of bad work is often an attempt to do just that. How did we get to this tangled place? How do we change the way we work? With great insight and wisdom, Schwartz shows us how to take our first steps toward understanding, and empowering us all to find great work.

SOAP, SEX AND CIGARETTES examines how American advertising both mirrors society and creates it. From the first newspaper advertisement in colonial times to today's online viral advertising, the

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text explores how advertising grew in America, how products and brands were produced and promoted, and how advertisements and agencies reflect and introduce cultural trends and issues. The threads of art, industry, culture, and technology unify the work. The text is chronological in its organization and is lavishly illustrated with advertisements. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Epic Scramble to Get Inside Our Heads

Springboard

A Memoir

Book Four of the Merchant Princes

Antisocial Media

The Attention Merchants

An Introduction

From the author of the award-winning *The Master Switch*, 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. One of the Best Books of the Year *The San Francisco Chronicle* *

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The Philadelphia Inquirer * Vox * The Globe and Mail (Toronto) Ours is often called an information economy, but at a moment when access to information is virtually unlimited, our attention has become the ultimate commodity. In nearly every moment of our waking lives, we face a barrage of efforts to harvest our attention. This condition is not simply the byproduct of recent technological innovations but the result of more than a century's growth and expansion in the industries that feed on human attention. Wu's narrative begins in the nineteenth century, when Benjamin Day discovered he could get rich selling newspapers for a penny. Since then, every new medium—from radio to television to Internet companies such as Google and Facebook—has attained commercial viability and immense riches by turning itself into an advertising platform. 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 longer afford to accept at face value.

NEW YORK TIMES BESTSELLER *DEALING WITH CHINA* takes the reader behind closed doors to witness the creation and evolution and future of China's state-controlled capitalism. Hank Paulson has dealt with China unlike

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any other foreigner. As head of Goldman Sachs, Paulson had a pivotal role in opening up China to private enterprise. Then, as Treasury secretary, he created the Strategic Economic Dialogue with what is now the world's second-largest economy. He negotiated with China on needed economic reforms, while safeguarding the teetering U.S. financial system. Over his career, Paulson has worked with scores of top Chinese leaders, including Xi Jinping, China's most powerful man in decades. In DEALING WITH CHINA, Paulson draws on his unprecedented access to modern China's political and business elite, including its three most recent heads of state, to answer several key questions: How did China become an economic superpower so quickly? How does business really get done there? What are the best ways for Western business and political leaders to work with, compete with, and benefit from China? How can the U.S. negotiate with and influence China given its authoritarian rule, its massive environmental concerns, and its huge population's unrelenting demands for economic growth and security? Written in the same anecdote-rich, page-turning style as Paulson's bestselling memoir, *On the Brink*, DEALING WITH CHINA is certain to become the classic and definitive examination of how to engage China's leaders as they build their economic superpower.

Presents an analysis of Wal Mart business tactics, where the company's

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efforts to lower prices has had far-reaching effects on its suppliers, competitors, employees, and foreign manufacturers.

The rise of ubiquitous information technology--smartphones, unbridled Internet access, and various applications of these tools--has interacted with the ways we are wired to think, feel, and behave. This book provides a fascinating look at the impact of the Internet and technology through the lens of human capacity. Chapters examine what makes these technologies so addictive; their effect on emotional well-being, memory, learning, and driving; replenishing depleted cognitive reserves; and how to chart a way forward in the attention economy.

SUMMARY - The Attention Merchants: The Epic Scramble To Get Inside Our Heads By Tim Wu

Predictive Analytics

Decoding the Mystery of What Makes a Good Service

Merchants of Truth

How Our Time and Attention Are Gathered and Sold

Illusions of a Borderless World

A True Story of Money, Power, Friendship, and Betrayal

Information overload, the shallows, weapons of mass distraction, the googlization of minds: countless commentators condemn the flood of images and information that

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dooms us to a pathological attention deficit. In this new book, cultural theorist Yves Citton goes against the tide of these standard laments to offer a new perspective on the problem of attention in the digital age. Phrases like paying attention and investing ones attention attest to our mistaken belief that attention can be conceptualized in narrow economic terms. We are constantly drawn towards attempts to quantify and commodify attention, even down to counting the number of 'likes' a picture receives on Facebook or a video on YouTube. By contrast, Citton argues that we should conceptualize attention as a kind of ecology and examine how the many different environments to which we are exposed – from advertising to literature, search engines to performance art – condition our attention in different ways. In a world where the demands on our attention are ever-increasing, this timely and original book will be of great interest to students and scholars in media and communications and in literary and cultural studies, and to anyone concerned about the long-term consequences of the profusion of images as well as digital content in the age of the internet.

From the bestselling author of *The Dark Net* comes a book that explains all the dangers of the digital revolution and offers concrete solutions on how we can protect our personal privacy, and democracy itself. The internet was meant to set us free. But have we unwittingly handed too much away to shadowy powers behind a wall of code, all manipulated by a handful of Silicon Valley utopians, ad men, and venture capitalists? And, in light of recent data breach scandals around companies like Facebook and Cambridge Analytica, what does that mean for democracy, our delicately balanced system of government that was created long before big data, total information, and

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artificial intelligence? In this urgent polemic, Jamie Bartlett argues that through our unquestioning embrace of big tech, the building blocks of democracy are slowly being removed. The middle class is being eroded, sovereign authority and civil society is weakened, and we citizens are losing our critical faculties, maybe even our free will. *The People Vs Tech* is an enthralling account of how our fragile political system is being threatened by the digital revolution. Bartlett explains that by upholding six key pillars of democracy, we can save it before it is too late. We need to become active citizens, uphold a shared democratic culture, protect free elections, promote equality, safeguard competitive and civic freedoms, and trust in a sovereign authority. This essential book shows that the stakes couldn't be higher and that, unless we radically alter our course, democracy will join feudalism, supreme monarchies and communism as just another political experiment that quietly disappeared.

A penetrating indictment of how today's largest tech companies are hijacking our data, our livelihoods, our social fabric, and our minds—from an acclaimed Financial Times columnist and CNN analyst **WINNER OF THE PORCHLIGHT BUSINESS BOOK AWARD • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY FOREIGN AFFAIRS AND EVENING STANDARD** “Don’t be evil” was enshrined as Google’s original corporate mantra back in its early days, when the company’s cheerful logo still conveyed the utopian vision for a future in which technology would inevitably make the world better, safer, and more prosperous. Unfortunately, it’s been quite a while since Google, or the majority of the Big Tech companies, lived up to this founding philosophy. Today, the utopia they sought to create is looking more dystopian than ever: from digital

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surveillance and the loss of privacy to the spreading of misinformation and hate speech to predatory algorithms targeting the weak and vulnerable to products that have been engineered to manipulate our desires. How did we get here? How did these once-scraggy and idealistic enterprises become rapacious monopolies with the power to corrupt our elections, co-opt all our data, and control the largest single chunk of corporate wealth—while evading all semblance of regulation and taxes? In *Don't Be Evil*, Financial Times global business columnist Rana Foroohar tells the story of how Big Tech lost its soul—and ate our lunch. Through her skilled reporting and unparalleled access—won through nearly thirty years covering business and technology—she shows the true extent to which behemoths like Google, Facebook, Apple, and Amazon are monetizing both our data and our attention, without us seeing a penny of those exorbitant profits. Finally, Foroohar lays out a plan for how we can resist, by creating a framework that fosters innovation while also protecting us from the dark side of digital technology. Praise for *Don't Be Evil* “At first sight, *Don't Be Evil* looks like it's doing for Google what muckraking journalist Ida Tarbell did for Standard Oil over a century ago. But this whip-smart, highly readable book's scope turns out to be much broader. Worried about the monopolistic tendencies of big tech? The addictive apps on your iPhone? The role Facebook played in Donald Trump's election? Foroohar will leave you even more worried, but a lot better informed.”—Niall Ferguson, Milbank Family Senior Fellow at the Hoover Institution, Stanford, and author of *The Square and the Tower* This book offers a considered voice on the advertising chaos that colours our rapidly changing media environment in a world of fake news, fast facts and seriously depleted

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attention stamina. Rather than simply herald disruption, Karen Nelson-Field starts an intelligent conversation on what it will take for businesses to win in an attention economy, the advertising myths we need to leave behind and the scientific evidence we can use to navigate a complex advertising and media ecosystem. This book makes sense of viewability standards, coverage and clutter; it talks about the real quality behind a qCPM and takes a deep dive into the relationship between attention and sales. It explains the stark reality of human attention processing in advertising. Readers will learn how to maximise a viewer's divided attention by leveraging specific media attributes and using attention-grabbing creative triggers. Nelson-Field asks you to pay attention to a disrupted advertising future without panic, but rather with a keen eye on the things that brand owners can learn to control.

Innovative Advertising for a Digital World

The Epic Disruption of the Ad Business (and Everything Else)

The Master Switch

An Insider Unmasks the New Economic Superpower

Freedom and Resistance in the Attention Economy

The Power to Predict Who Will Click, Buy, Lie, or Die

The End of Advertising

"Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated

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into 9 languages An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a “how to” for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics (aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but

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putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix,

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PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it — get a handle on the power of Predictive Analytics.

True Faith and Allegiance is the highly-anticipated personal history from Alberto R. Gonzales, former Attorney General of the United States and former Counsel to the President—the only lawyer and only Hispanic to hold both these positions—an ultimate insider in the most tumultuous events in recent history. Born to a poor but proud working-class family in Humble, Texas, Gonzales was raised along with his seven siblings in a modest 2-bedroom home. His loving and devout parents taught him the conservative values of hard work and accountability that motivated Gonzales to the highest echelons of power. He was a confidante to President George W. Bush during the crucible of the 9/11 attacks, and he played a vital role in the administration’s immediate response to protect America and the far-reaching steps to prevent further harm.

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A fully updated paperback edition that includes coverage of the key developments of the past two years, including the political controversies that swirled around Facebook with increasing intensity in the Trump era. If you wanted to build a machine that would distribute propaganda to millions of people, distract them from important issues, energize hatred and bigotry, erode social trust, undermine respectable journalism, foster doubts about science, and engage in massive surveillance all at once, you would make something a lot like Facebook. Of course, none of that was part of the plan. In this fully updated paperback edition of Antisocial Media, including a new chapter on the increasing recognition of--and reaction against--Facebook's power in the last couple of years, Siva Vaidhyanathan explains how Facebook devolved from an innocent social site hacked together by Harvard students into a force that, while it may make personal life just a little more pleasurable, makes democracy a lot more challenging. It's an account of the hubris of good intentions, a missionary spirit, and an ideology that sees computer code as the universal solvent for all human problems. And it's an indictment of how "social media" has fostered the deterioration of democratic culture around the world, from facilitating Russian meddling in support of Trump's election to the exploitation of the platform by murderous authoritarians in Burma and the Philippines. Both

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authoritative and trenchant, Antisocial Media shows how Facebook's mission went so wrong.

A revelatory look at the rise of the 'attention merchants', the advertising marketeers who influence and control our consumption in ways previously unimagined

Media Manipulation in Post-Truth America (And What We Can Do About It)

A Story of Service and Sacrifice in War and Peace

Why It Had to Die, and the Creative Resurrection to Come

Vested Interests, Endless Conflicts

Which Side of History?

Subprime Attention Crisis

Dealing with China

A recovering Mad Man throws down the ultimate challenge to his profession: Innn die. The ad apocalypse is upon us. Today millions are downloading ad-blocking software and still more are paying subscription premiums to avoid ads. This \$600 billion industry is now careening toward outright extinction, after having taken for granted a captive audience for too long, leading to lazy, overabundant, and frankly annoying ads. Mad mistake, Madison Avenue: Traditional advertising, as we know it, is over. In this still controversial manifesto, Andrew Essex offers both a wake-up call and a road map

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future. In *The End of Advertising*, Essex gives a brief and pungent history of the rise and fall of Adland—a story populated by snake-oil salesmen, slicksters, and search-engine optimizers. But his book is no eulogy. Instead, he boldly challenges global marketers to innovate their way to a better ad-free future. With trenchant wit and razor-sharp insight, he presents an essential new vision of where the smart businesses could be headed in a broad playing field where ambitious marketing campaigns provide utility, services, and patronage of the arts, and even blockbuster entertainment. In this utopian landscape, success could become so enticing that people would pay—yes, pay—to see them. Praise for *The End of Advertising* “New York media types aren’t quick to pass up a party, even one predicting their own demise. . . . The future of marketing will not simply rely on creative, innovative models, Mr. Essex wrote, pointing to *The Lego Movie* and New York’s Citi Bike bicycle-share program as promising examples.”—*The New York Times* “A rabble-rousing indictment of the ad industry from one of its own. Essex argues that success will depend less on the ability to annoy and more on the capacity to entertain.”—Adam Grant, *New York Times* bestselling author of *Originals* and *Thinkers* and *Take* “Fresh and timely, *The End of Advertising* is an eye-opening take on the current media landscape. And along with it, Essex provides a road map for how brands can reinvent themselves and navigate this new world.”—Arianna Huffington “In this dynamic little book, Essex challenges brands—even those of us who pride ourselves

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thinking outside the box—to think bigger still. He’s got me thinking.”—Neil Blumenthal, founder of Warby Parker “Mandatory reading for anyone who wants to get a message across in this age of authenticity.”—Alexis Ohanian, co-founder, Reddit

The Attention Merchants: The Epic Scramble to Get Inside Our Heads Vintage

* Our summary is short, simple and pragmatic. It allows you to have the essential of a big book in less than 30 minutes. As you read this summary, you will discover the dangers attention seekers represent. You will also discover that : the Obama presidency was not glamorous; attention seekers entertain you in every sense of the word; attention seekers were born in New York City in the 1830s and 40s; the propaganda of the totalitarian states was heir to the British propaganda of World War I; the word "propaganda" is of religious origin; attention merchants entered homes at the same time as radio sets. You are constantly exposed to a veritable barrage: advertising, sports, social networks, etc., are all efforts to attract and hold your attention. This attention has found its merchants. The emergence and the dangers represented by attention merchants is the whole purpose of this summary, which for the first time studies in a complete way a phenomenon that has remained relatively in the shadows until now. Now the summary of this book for the modest price of a cup of coffee!

When President Dwight D. Eisenhower prepared to leave the White House in 1961, he did so with an ominous message for the American people about the "disastrous r

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the military-industrial complex. Fifty years later, the complex has morphed into a virtually unstoppable war machine, one that dictates U.S. economic and foreign policy in a direct and substantial way. Based on his experiences as an award-winning Washington-based reporter covering national security, James McCartney presents a compelling history, from the Cold War to present day that shows that the problem is far worse and far more wide-reaching than anything Eisenhower could have imagined. Big Military has become "too big to fail" and has grown to envelope the nation's political, cultural and intellectual institutions. These centers of power and influence, including the now-implicited White House and Congress, have a vested interest in preparing and waging unnecessary wars. The authors persuasively argue that not one foreign intervention in the past 50 years has made us or the world safer. With additions by Molly Sinclair and James McCartney, a fellow journalist with 30 years of experience, *America's War Machine* provides the context for today's national security state and explains what can be done about it.

The Business of News and the Fight for Facts

The Wal-Mart Effect

Why We Work

Human Capacity in the Attention Economy

The Merchants' War

Hatching Twitter

Is the Internet erasing national borders? Will the future of the Net be set by Internet engineers, rogue programmers, the United Nations, or powerful countries? Who's really in control of what's happening on the Net? In this provocative new book, Jack Goldsmith and Tim Wu tell the fascinating story of the Internet's challenge to governmental rule in the 1990s, and the ensuing battles with governments around the world. It's a book about the fate of one idea--that the Internet might liberate us forever from government, borders, and even our physical selves. We learn of Google's struggles with the French government and Yahoo's capitulation to the Chinese regime; of how the European Union sets privacy standards on the Net for the entire world; and of eBay's struggles with fraud and how it slowly learned to trust the FBI. In a decade of events the original vision is uprooted, as governments time and time again assert their power to direct the future of the Internet. The destiny of the Internet over the next decades, argue Goldsmith and Wu, will reflect the interests of powerful nations and the conflicts within and between them. While acknowledging the many attractions of the earliest visions of the Internet, the authors describe the new order, and speaking to both its surprising virtues and unavoidable vices. Far from destroying the Internet, the experience of the last decade has led to a quiet rediscovery of some of the oldest functions and justifications for territorial government. While territorial governments have unavoidable problems, it has proven hard to replace what legitimacy governments have, and harder yet to replace the system of rule of law that controls the

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unchecked evils of anarchy. While the Net will change some of the ways that territorial states govern, it will not diminish the oldest and most fundamental roles of government and challenges of governance. Well written and filled with fascinating examples, including colorful portraits of many key players in Internet history, this is a work that is bound to stir heated debate in the cyberspace community.

From the man who coined the term "net neutrality" and who has made significant contributions to our understanding of antitrust policy and wireless communications, comes a call for tighter antitrust enforcement and an end to corporate bigness.

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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. Over the last century, few times or spaces have remained uncultivated by the 'attention merchants', contributing to the distracted, unfocused tenor of our times. Tim Wu argues that this is not simply the byproduct of recent inventions but the end result of more than a century's growth and expansion in the industries that feed on human attention. From the pre-Madison Avenue birth of advertising to TV's golden age to our present age of radically individualized choices, the business model of 'attention merchants' has always been the same. He describes the revolts that have risen against

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these relentless attempts to influence our consumption, from the remote control to FDA regulations to Apple's ad-blocking OS. But he makes clear that attention merchants grow ever-new heads, and their means of harvesting our attention have given rise to the defining industries of our time, changing our nature - cognitive, social, and otherwise - in ways unimaginable even a generation ago.

The Rise and Fall of Information Empires

True Faith and Allegiance

Who Controls the Internet?

The Curse of Bigness

Utopia Is Creepy: And Other Provocations

Stand Out of Our Light