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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

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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
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our time, touching on
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information age.... A
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bracing intellectual
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tour de force.” —The
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San Francisco
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“Comprehensive and conscientious, readers are bound to stumble on ideas and episodes of media history that they knew little about.

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that helps you to
understand what it
requires to home a
supplementary job. We
will cover the overall
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your job search and
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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-

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sale of human
attention became the
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importance, revealing

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steady annexation and
exploitation of our
consciousness —
whether by television
commercials, war
propaganda or tweets
— is the subject of Tim

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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

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religion, government,
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commerce, and the
arts.
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and piercing insight,
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Merchants lays bare
the true nature of a
ubiquitous reality we
can no longer afford to
accept at face value.

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observed, we must
reflect that, when we
reach the end of our
days, our life
experience will equal
what we have paid

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