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The Attention Merchants TimelineMedia Club 06.03.2019 - The Attention Merchants ~~The Attention Merchants~~ Brand (NEW) Epic Trading International Overview Tim Wu on The Attention Merchants - The Zero Hour w: @RJEskow - Air Date 4-29-17 Laws of the Internet - Tim Wu | The Open Mind ~~The Attention Merchants~~ ~~The Epic~~

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With history as perspective, we can understand how our media has developed using our attention as a resource.

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branding efforts, sponsored social media, commercials and other efforts to harvest our attention.

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The Attention Merchants: The Epic Scramble to Get Inside Our Heads Review. 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.

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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 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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These are among Tim Wu's concluding observations: "At bottom, whether we acknowledge it or not, the attention merchants have come to play an important part in setting the course of our lives and consequently the future of the human race, insofar as that future will be nothing more than the running total of our individual mental states...If we desire a future that avoids the enslavement of the propaganda state as well as the narcosis of the consumer and

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Few moments or spaces of our day remain uncultivated by the "attention merchants," contributing to the distracted, unfocused tenor of our times.

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