



I'm not robot



I am not robot!

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 The Attention Merchants. In nearly every moment of our waking lives, we face a barrage of advertising enticements Over the last century, few times or spaces have remained uncultivated by the "attention merchants," contributing to the distracted, unfocused tenor of our times. 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. In nearly every Missing: pdf 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 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 Missing: pdf A firm whose business model is the mass capture of attention for resale to advertisers. 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 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. The Attention Merchants. He is the author of "The Curse of Bigness," "The Attention Merchants," "The Master Switch," and "Who Controls the Internet?" He previously worked for the White House under President Barack Obama and is a Silicon Valley veteran Attention merchant: an industrial-scale harvester of human attention. Tim Wu is a professor at Columbia Law School, and best known for his development of Net Neutrality. Feeling attention challenged? 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. A firm whose business model is the mass capture of attention for resale to advertisers. He is best known for his work on Net Neutrality theory. 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 Attention merchant: an industrial-scale harvester of human attention. Feeling attention challenged? A firm whose business model is the mass capture of attention for resale to advertisers Attention merchant: an industrial-scale harvester of 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 The Attention Merchants. Reviewed Missing: pdf Tim Wu is a professor at Columbia Law School, and a contributing opinion writer for the *New York Times*. He is author of Missing: pdf Over the last century, few times or spaces have remained uncultivated by the "attention merchants," contributing to the distracted, unfocused tenor of our times. A firm whose business model is the mass capture of attention for resale to advertisers. 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 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. In nearly every moment of our waking lives, we face a barrage of advertising enticements, Tim Wu, *The Attention Merchants: The Epic Scramble to Get Inside Our Heads*, New York, NY: Alfred A. Knopf, pp., \$ (hardcover), \$ (paperback).