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REVIEW THE ATTENTION MERCHANTS DISSECTS THE BATTLE FOR APR 19 2024

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WHEN ATTENTION MERCHANTS MISUSED PEOPLE S ATTENTION THERE WAS BACKLASH AND PEOPLE TOOK MORE CONTROL OF WHERE THEIR ATTENTION GOES BUT THE ATTENTION MERCHANTS FIND DIFFERENT WAYS TO ACCESS ATTENTION AND WITH IT THEIR ABILITY TO DIRECT IT

THE ATTENTION MERCHANTS BY TIM WU 9780804170048 *FEB 17 2024*

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

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IN HIS NEW BOOK THE ATTENTION MERCHANTS THE EPIC SCRAMBLE TO GET INSIDE OUR HEADS WU APPLIES A SIMILAR HISTORICAL STRATEGY TOWARD THE MODERN INDUSTRY THAT SEEKS TO MONETIZE OUR PERSONAL INFORMATION VIA TARGETED ADS AND OTHER CREEPY INTRUSIONS

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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

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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

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SOMETIMES AS WITH SNAKE OIL SALESMEN ATTENTION MERCHANTS SOLD THEIR OWN PRODUCTS BUT OVER TIME A NEW BREED OF ADVERTISING AGENCIES EMERGED AS INTERMEDIARIES BETWEEN THOSE WITH SOMETHING TO SELL AND THOSE THEY WANTED TO PERSUADE TO SPEND THEIR MONEY IN A CERTAIN WAY

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2020 TLDR TRADITIONAL THINKING IS TO LET THE MARKET BE FREE AND UNENCUMBERED BY GOVERNMENT REGULATION THAT MIGHT HAVE THE EFFECT OF INNOVATION AND CREATIVITY BUT REGULATORS THROUGHOUT THE WORLD ARE NOW WAKING UP TO THE IDEA THAT THIS HANDS OFF APPROACH IS DANGEROUSLY UNWORKABLE EXPAND

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