

# The Economics of Attention: Style and Substance in the Age of Information



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## ***Reviews***

*It is one of the most popular books. I am quite late in starting to read this one, but better than never. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

***(Camille Larson)***

## THE ECONOMICS OF ATTENTION: STYLE AND SUBSTANCE IN THE AGE OF INFORMATION

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University Of Chicago Press. Paperback. Book Condition: New. Paperback. 326 pages. Dimensions: 9.0in. x 5.9in. x 0.9in. If economics is about the allocation of resources, then what is the most precious resource in our new information economy? Certainly not information, for we are drowning in it. No, what we are short of is the attention to make sense of that information. and 160; With all the verve and erudition that have established his earlier books as classics, Richard A. Lanham here traces our epochal move from an economy of things and objects to an economy of attention. According to Lanham, the central commodity in our new age of information is not stuff but style, for style is what competes for our attention amidst the din and deluge of new media. In such a world, intellectual property will become more central to the economy than real property, while the arts and letters will grow to be more crucial than engineering, the physical sciences, and indeed economics as conventionally practiced. For Lanham, the arts and letters are the disciplines that study how human attention is allocated and how cultural capital is created and traded. In an economy of attention, style and substance change places. The new attention economy, therefore, will anoint a new set of moguls in the business world and 8212; not the CEOs or fund managers of yesteryear, but new masters of attention with a grounding in the humanities and liberal arts. and 160; Lanham and 8217; s The Electronic Word was one of the earliest and most influential books on new electronic culture. The Economics of Attention builds on the best insights of that seminal book to map the new frontier that information technologies have created. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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