

## The Economics of Attention: Style and Substance in the Age of Information (Paperback) - Common

By (author) Richard A. Lanham



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If economics is about the allocation of resources, then what is the most precious resource in our 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. This title traces our move from an economy of things and objects to an economy of attention.

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