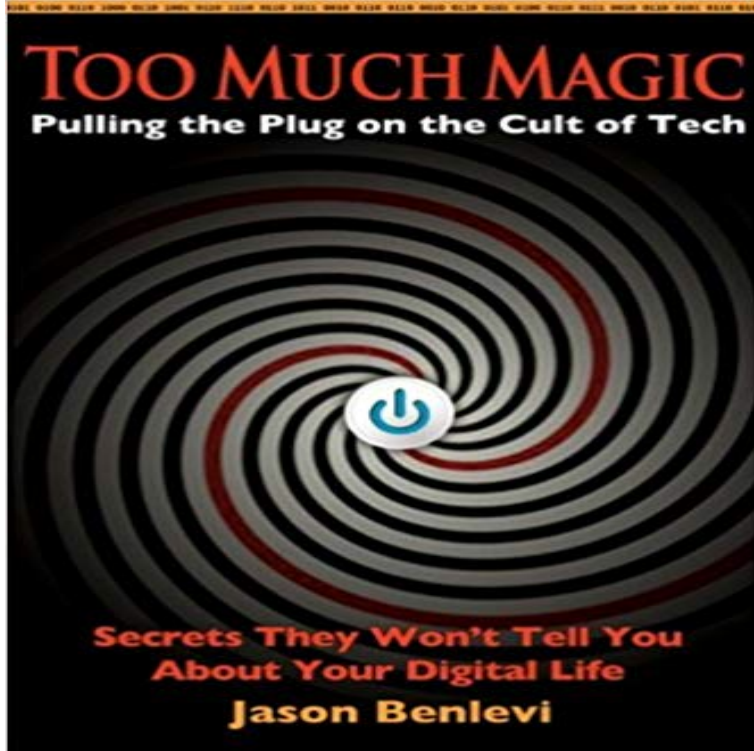


Too Much Magic: Pulling the Plug on the Cult of Tech



AN IRREVERENT CULTURAL HISTORY OF THIS DIGITAL LIFE Too Much Magic is the story of how venture capital, media moguls, and marketers use digital magic to distract us, invade our privacy, corrupt democracy, distort our human values, and sell us things that we don't need. Authored by Silicon Valley marketing-communications guru Jason Benlevi, Too Much Magic looks at all aspects of our emerging digital lifestyle, how it is changing us, and who really benefits. Benlevi argues that the problem with our digital age is not technology itself, but rather the powers that are charting its course. Originally, the personal-computing revolution was all about self-empowerment and the Internet was for people to share knowledge. Now that revolution is in danger of being turned against us. Too Much Magic explains how the Cult of Tech—an axis of business, media, and academic interests—is infiltrating every aspect of our lives through clever marketing and digital convergence. Too Much Magic examines what being digital really means, and details historic changes in entertainment, personal communications, play time, public affairs, and social interactions. It also sounds an alarm on the stealthy and escalating attacks upon our basic freedoms. Benlevi describes what consumers don't know about their increasingly digital lives and how this lack of knowledge is perpetuated by powerful interests. Conversely, he shows how we can choose to disengage from technology and preserve our humanity, independence, and creativity—all of which are being threatened by an unending stream of digital magic. Although the book's topic is serious, its tone is bright and irreverent, offering a refreshing contrarian viewpoint that comes from a deep understanding of technology, media, and culture. Too Much Magic is a unique blend of history, social criticism, and entertainment for the digital age.

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