

Download The Economics Of Attention Style And Substance In The Age Of Information Pdf

This is a gem of a book that deserves more credit than these reviews allow. Lanham brilliantly uses a focus on attention to open up economics, rhetoric, art, the internet, universities as institutions, and the style/substance interdependence. 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—not the CEOs or fund managers of yesteryear, but new masters of attention with a grounding in the humanities and liberal arts. *J Bioecon* (2009) 11:99–102 DOI 10.1007/s10818-009-9054-0 BOOK REVIEW Richard A. Lanham, *The Economics of Attention: Style and Substance in the Age of Information* by Nate Kreuter. 1. Richard A. Lanham's newest book, *The Economics of Attention*, explores, as we might expect from the title, a new economy, an economy not of goods, but of information, an economy not of production, but of synthesis, an economy not of consumption, but of comprehension.