

CONTENTS

PREFACE

- Preface *vii*
- 1 **A NEW PERSPECTIVE ON BUSINESS**
Welcome to the Attention Economy
x
- 2 **ATTENTION, THE STORY SO FAR**
What Attention Is and Isn't
16
- 3 **DOING A NUMBER ON YOU**
The Measurement of Attention
34
- 4 **FROM AMOEBAS TO APES**
The Psychobiology of Attention
54
- 5 **LUDDITES BEWARE**
Attention Technologies
72
- 6 **THE HIDDEN PERSUADERS**
Lessons from the Attention Industries
92
- 7 **EYEBALLS AND CYBER MALLS**
E-Commerce and Attention
112
- 8 **COMMAND PERFORMANCE**
Leadership and Attention
134
- 9 **FOCUSED CHOICES AND GLOBAL RESOURCES**
Strategy and Attention
152
- 10 **OFF THE ORG CHART**
Organizational Structure and Attention
170
- 11 **"YOU'VE GOT (LOTS AND LOTS OF) MAIL"**
Managing Information, Knowledge, and Attention
188
- 12 **FROM MYOPIA TO UTOPIA**
The Future of the Attention Economy
204
- Notes *223*
- Index *231*
- About the Authors *255*