



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

By Jason Benlevi

Contrarian Books. Paperback. Book Condition: New. Paperback. 384 pages. Dimensions: 8.9in. x 5.9in. x 1.2in. An Irreverent Cultural History of This Digital Life Too Much Magic is the story of how venture capital, media moguls and marketeers 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 it is that really benefits. We have a long lovehate relationship with technology. However, the problem is usually not technology itself, but rather the powers that are deciding its course. The conflict is apparent when we witness people standing in line overnight to buy the newest tech gadget, while at the same time every film about the future from Metropolis to Blade Runner to Avatar depicts a dystopia that has been enabled by technology. Originally, the Mac and personal computing revolution were about self-empowerment, and the Internet was a utility for people to share knowledge. Now that revolution is in danger of being turned against us. Too Much Magic explains how the Cult of...



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