

CONTENTS

THE SIRENS' CALL

<i>CHAPTER 1</i>	The Sirens' Call	1
<i>CHAPTER 2</i>	The Slot Machine and Uncle Sam	27
<i>CHAPTER 3</i>	The Root of Evil	59
<i>CHAPTER 4</i>	Social Attention	81
<i>CHAPTER 5</i>	Alienation	115
<i>CHAPTER 6</i>	Dawn of the Attention Age	155
<i>CHAPTER 7</i>	Public Attention	195
<i>CHAPTER 8</i>	Reclaiming Our Minds	251
<i>ACKNOWLEDGMENTS</i>		269
<i>NOTES</i>		273
<i>SELECTED BIBLIOGRAPHY</i>		303
<i>INDEX</i>		307