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perhaps twenty or thirty other fans, most, unlike me, parents of players, or friends of coaches, along with a few teachers and academic administrators. Sitting near me was the father of a female player who I knew to be on the court as a starter.

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The Attention Merchants deserves everyone's attention." -Nicholas Carr, author of Utopia Is Creepy and The

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Merchants lays bare the true nature of a ubiquitous reality we can no longer afford to accept at face value.

PUBLISHERS WEEKLY AUG 8, 2016

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