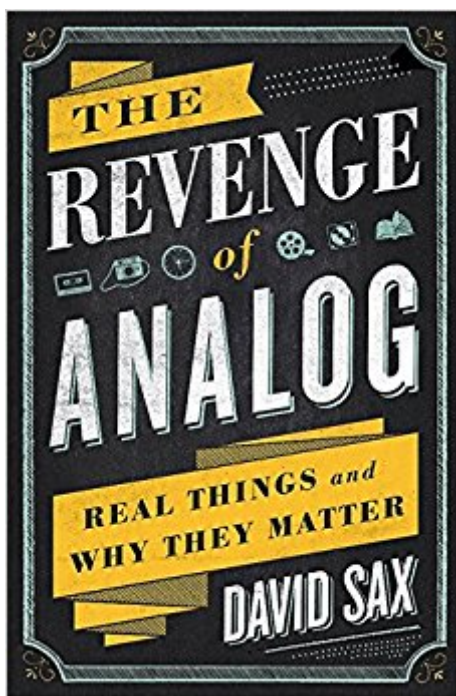


The book was found

The Revenge Of Analog: Real Things And Why They Matter



Synopsis

One of Michiko Kakutani's (New York Times) top ten books of 2016A funny thing happened on the way to the digital utopia. We've begun to fall back in love with the very analog goods and ideas the tech gurus insisted that we no longer needed. Businesses that once looked outdated, from film photography to brick-and-mortar retail, are now springing with new life. Notebooks, records, and stationery have become cool again. Behold the Revenge of Analog. David Sax has uncovered story after story of entrepreneurs, small business owners, and even big corporations who've found a market selling not apps or virtual solutions but real, tangible things. As e-books are supposedly remaking reading, independent bookstores have sprouted up across the country. As music allegedly migrates to the cloud, vinyl record sales have grown more than ten times over the past decade. Even the offices of tech giants like Google and Facebook increasingly rely on pen and paper to drive their brightest ideas. Sax's work reveals a deep truth about how humans shop, interact, and even think. Blending psychology and observant wit with first-rate reportage, Sax shows the limited appeal of the purely digital life-and the robust future of the real world outside it.

Customer Reviews

"No matter which side you're on in the debate over digital technology, there's something to cheer you in *The Revenge of Analog*." — Scott Timberg, New York Times Book Review
"Captivating...Sax provides an insightful and entertaining account of this phenomenon, creating a powerful counternarrative to the techno-utopian belief that we would live in an ever-improving, all-digital world." — Michiko Kakutani, New York Times

David Sax is a writer and reporter who specializes in business and culture. His work appears regularly in Bloomberg Businessweek, the New Yorker's Currency blog, and other publications. He is the author of *Save the Deli*, which won a James Beard Award for Writing and Literature, and *The Tastemakers*. He lives in Toronto.

[Download to continue reading...](#)

The Revenge of Analog: Real Things and Why They Matter From Zero to Sixty on Hedge Funds and Private Equity: What They Do, How They Do It, and Why They Do The Mysterious Things They Do The 100 Best Business Books of All Time: What They Say, Why They Matter, and How They Can Help You Analog Circuit Design, Volume 2: Immersion in the Black Art of Analog Design They Hurt, They Scar, They Shoot, They Kill: Toxic Characters in Young Adult Fiction (Studies in Young Adult Literature) The Tree: A Natural History of What Trees Are, How They Live, and Why They

Matter Understanding Girls with ADHD, Updated and Revised: How They Feel and Why They Do
What They Do Miracles: What They Are, Why They Happen, and How They Can Change Your Life
The Real Book of Real Estate: Real Experts. Real Stories. Real Life. Hawaii Real Estate
Wholesaling Residential Real Estate Investor & Commercial Real Estate Investing: Learn to Buy
Real Estate Finance Hawaii Homes & Find Wholesale Real Estate Houses in Hawaii Four Revenge
Tragedies: The Spanish Tragedy; The Revenger's Tragedy; The Revenge of Bussy D'Ambois; and
The Atheist's Tragedy (Oxford World's Classics) ECHO'S Revenge: A Young Adult Science Fiction
Thriller (ECHO's Revenge Book 1) Millennials and U.S. Foreign Policy: The Next
Generation's Attitudes toward Foreign Policy and War (and Why They Matter) Working:
People Talk About What They Do All Day and How They Feel About What They Do The Employee
Experience Advantage: How to Win the War for Talent by Giving Employees the Workspaces they
Want, the Tools they Need, and a Culture They Can Celebrate Read the Beatles: Classic and New
Writings on the Beatles, Their Legacy, and Why They Still Matter The Emotional Lives of Animals: A
Leading Scientist Explores Animal Joy, Sorrow, and Empathy and Why They Matter The
Emotional Lives of Animals: A Leading Scientist Explores Animal Joy, Sorrow, and Empathy
and Why They Matter Defeating ISIS: Who They Are, How They Fight, What They Believe Queens
of the Ice: They were fast, they were fierce, they were teenage girls (Lorimer Recordbooks)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)