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The Revenge of Analog: Real Things and Why They Matter

David Sax

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One of Michiko Kakutani's (*New York Times*) top ten books of 2016

A 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 Businesses that once looked outdated, from film photography to brick-and-mortar retail, are now springing with new life.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.

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consist a lot of the information with the condition of this world now. That book was represented just how can the world has grown up. The terminology styles that writer use for explain it is easy to understand. Typically the writer made some study when he makes this book. That is why this book acceptable all of you.

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