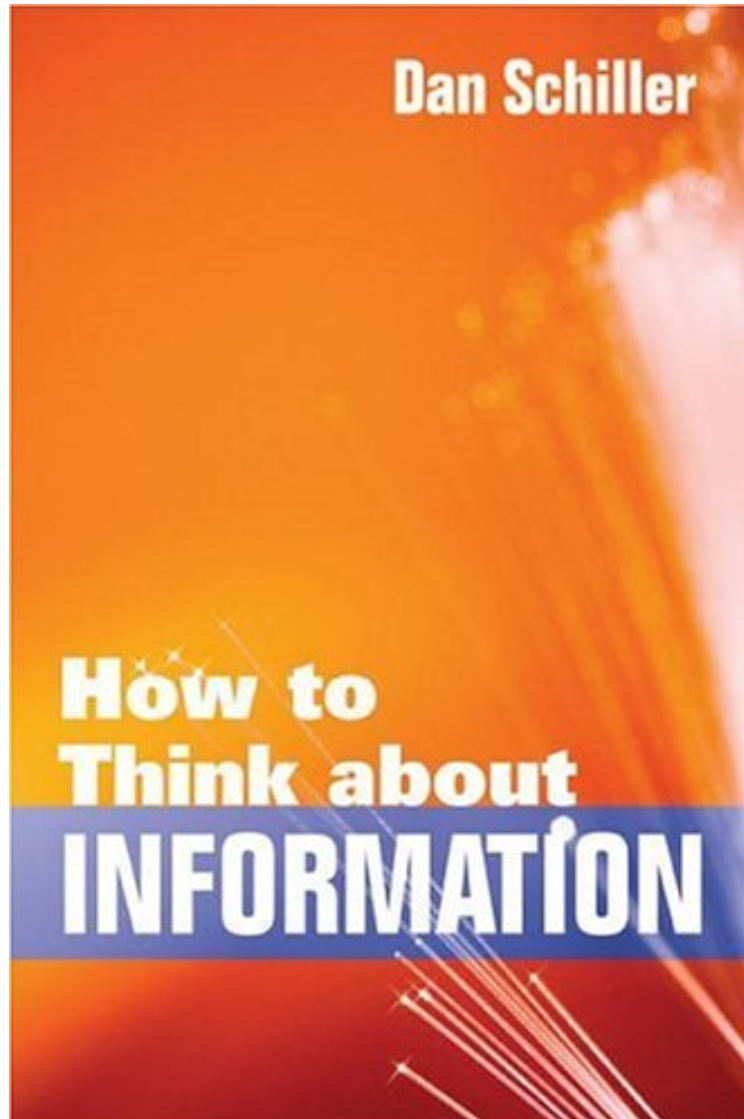


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## How to Think about Information

*Dan Schiller*

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**Dan Schiller : How to Think about Information** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Think about Information:

Its common wisdom that the U.S. economy has continued to thrive despite the loss of industry because of the booming information sector, with high-paying jobs for everything from wireless networks to video games. We are told we live in the Information Age, in which communications networks, and media and information services drive the larger

economy. While the Information Age may have looked sunny in the beginning, as it has developed it looks increasingly ominous: its economy and benefits grow more and more centralized-and in the United States, it has become less and less subject to democratic oversight. Companies around the world have identified the value of information, and are now seeking to control its production, transmission, and consumption. In *How to Think about Information*, Dan Schiller explores the ways information has been increasingly commodified as a result, and how it both resembles and differs from other commodities. Through a linked series of theoretical, historical, and contemporary studies, Schiller reveals this commodification as both dynamic and expansionary, but also deeply conflicted and uncertain. He examines the transformative political and economic changes occurring throughout the informational realm, and analyzes key dimensions of the process, including the build-up of new technological platforms, the growth of a transnationalizing culture industry, and the role played by China as it reinserts itself into an informationalized capitalism.

"How to Think About Information is a critically important book. . . . Schiller provides fundamentally important insights into the infrastructural and superstructural demands of commodification."--Global Media and Communication