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# **Selling the American People**

## **Advertising, Optimization, and the Origins of Adtech**

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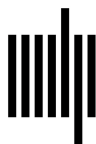
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# NOTES

## INTRODUCTION

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18. "Surveillance capitalism" is usually associated with Zuboff, who claims that Google and other technology companies inaugurated a new logic of capital accumulation. The term is also used by John Bellamy Foster and Robert McChesney to make a more rigorous historical argument. They locate the emergence of surveillance capitalism within a trio of forces that articulated information, computer databases, and communication media: the capitalist sales effort, militarization, and financialization. Zuboff's critique of contemporary conditions has its merits, but Foster and McChesney provide a stronger basis for understanding surveillance capitalism's rise and structure. John Bellamy Foster and Robert W. McChesney, "Surveillance Capitalism: Monopoly-Finance Capital, the Military-Industrial Complex, and the Digital Age," *Monthly Review* 66, no. 3 (2014): 1–31. See also Evgeny Morozov, "Capitalism's New Clothes," *Baffler*, February 4, 2019, <https://thebaffler.com/latest/capitalisms-new-clothes-morozov>.

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## CHAPTER 1

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## INTERLUDE

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## CHAPTER 6

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