



Word of Mouse: 101+ Trends in How We Buy, Sell, Live, Learn, Work, and Play

Marc Ostrofsky

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Gain a competitive edge— get the most from today's technology!


Technology changes so fast that it's easy to be intimidated by it. Our personal choices and business decisions are increasingly driven by digital "word of mouse"— and it's essential to our success and satisfaction to take control of the gadgets, apps, and trends that are shaping our world.

Bestselling author and trend watcher Marc Ostrofsky is here to help. In this groundbreaking new book, Ostrofsky reveals the ways that new technologies implant themselves in our daily lives and how we can easily take advantage of them to live, learn, buy, sell, work, play, communicate, and socialize better.

Covering diverse topics from how the Internet affects our health to how we can become bargain-hunting pros, Ostrofsky's book could come at no better time. The Internet's presence is only growing, and new technologies are sprouting up every day. We must learn how to cultivate these new tools so that we can remain competitive and live happier, healthier lives.

Word of Mouse gives you the tools you need to conquer information overload—and puts you in the driver's seat of the world's most potent technologies.

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