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## **The Revenge Of Analog Real**

"Hang on digital mavens, the real world ain't going anywhere. In *The Revenge of Analog*, David Sax shows the continued importance of the physical stuff to how we live and work

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today."—Richard  
Florida, author of Rise  
of the Creative Class  
"The better digital  
gets, the more  
important analog  
becomes.

## **The Revenge of Analog: Real Things and Why They Matter ...**

Author Sax divides his  
book into two main  
areas: Part I: The  
Revenge of Analog  
Things and Part II: The

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Analog Real Things And Why They Matter  
Revenge of Analog Ideas. The “revenge” aspect reflects that dismissive attitude these things and ideas experienced as digital took hold. For example, chapter 1 discusses an analog thing long considered dead and b

## **The Revenge of Analog: Real Things and Why They Matter by ...**

Behold the Revenge of Analog. David Sax has

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Analogue Real  
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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.

**The Revenge of**  
*Page 1/26*

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## **Analog: Real Things and Why They Matter by ...**

"Hang on digital mavens, the real world ain't going anywhere. In *The Revenge of Analog*, David Sax shows the continued importance of the physical stuff to how we live and work today."— Richard Florida, author of *Rise of the Creative Class*

"We all thought the digital age would be



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the end of analog  
media--and we were  
wrong.

**The Revenge of  
Analog: Real Things  
and Why They  
Matter ...**

Fusing human  
psychology, futurism,  
history, marketing,  
business, and  
economics, The  
Revenge of Analog is a  
stimulating, thought-  
provoking work on the  
enduring importance of

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Analog Real Things And Why They Matter

analog technology in its myriad forms and applications, and the omnipresent trend toward the revitalization (and renewed appreciation) of analog in our contemporary society.

## **The Revenge of Analog Real Things & Why They Matter: David ...**

Behold the Revenge of Analog. David Sax has uncovered story after

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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.

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**and Why They  
Matter by ...**

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...

**The Revenge of  
Analog: Real Things  
and Why They  
Matter ...**

Review: David Sax's

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The Revenge of Analog extols the superiority of 'real things' In The Revenge of Analog, author David Sax asserts that the same world that was all too willing to give itself over...

### **Review: David Sax's The Revenge of Analog extols the ...**

Behold the Revenge of Analog. David Sax has uncovered story after story of entrepreneurs,

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small business owners, and even big corporations who've found a market selling not apps or virtual solutions but real, tangible things.

## **The Revenge Of Analog |**

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In his captivating new book, "The Revenge of Analog," the reporter David Sax provides an insightful and entertaining account of

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this phenomenon,  
creating a powerful  
counternarrative to  
the...

## **'The Revenge of Analog': See It. Feel It. Touch It. (Don't**

...

"Hang on digital  
mavens, the real world  
ain't going anywhere.  
In The Revenge of  
Analog, David Sax  
shows the continued  
importance of the  
physical stuff to how

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we live and work today."-- Richard Florida, author of Rise of the Creative Class  
"We all thought the digital age would be the end of analog media--and we were wrong.

## **The Revenge of Analog: Real Things and Why They Matter ...**

The Revenge of Analog represented a resurgent and



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reimagined value for nondigital goods, services, and ideas, precisely when the transition from analog to digital was supposed to be total. But as digital technology assumed an increasingly large role in our lives, it almost seemed as if an alternative, postdigital economy was emerging as well.

**Book Review: 'The**  
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## Revenge of Analog: Real Things and Why

### They Matter

Preview — The  
Revenge of Analog by  
David Sax. The  
Revenge of Analog  
Quotes Showing 1-22  
of 22. “Don’t undertake  
a project unless it is  
manifestly important  
and nearly  
impossible.”. — David  
Sax, The Revenge of  
Analog: Real Things  
and Why They Matter.  
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## **Nonfiction Book Review: The Revenge of Analog: Real Things ...**

The Revenge of Analog: Real Things and Why They Matter (David Sax) Of things analog, from vinyl to film to books, and their importance. Good, but somewhat obtuse about the corrosive class implications of a return to analog.

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## **The Worthy House**

According to David Sax author of the Revenge of the Analog: Real Things and Why They Matter, analog, that is, the very tactile world of things outside the computer, is experiencing a bracing revival. A reminder of the ways analog sparks joy and balances digital life.

**According to David  
Sax author of the... -**

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## **The Improvised ...**

The Revenge of Analog reminds us that it wasn't so long ago that records were vinyl, laces were double knotted and the mailbox at the end of the driveway was lovingly banged up. It's a book that brings something even more rare than a perfect song at the perfect moment-hope."—

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**Analog: Real Things  
and Why They  
Matter ...**

The Revenge of  
Analog: Real Things  
and Why They Matter  
written by David Sax is  
an exploration into  
society's growing  
desire for more tactile,  
human-centric  
experiences. This  
insight first revealed  
itself to the author in  
2012, when he noticed  
a record store open in  
his Toronto

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neighbourhood.

**The Revenge of  
Analog (Book) |  
Topeka & Shawnee  
County ...**

In fact, businesses that once looked outdated are now springing with new life. Behold the Revenge of Analog. Sax has found story after story of entrepreneurs, small business owners, and even big corporations who've found a market



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selling not apps but  
real, tangible things.

## **The Revenge of Analog: Real Things and Why They Matter ...**

The poster child of analog's recent revenge is also its most improbable. Since its peak as a format for recorded music in the late 1970s, the vinyl record's dominance quickly declined, thanks to increasingly

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more convenient and economically viable technologies (tapes, CDs, MP3s) that replaced it.

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