

All You Can Pay: How Companies Use Our Data to Empty Our Wallets

By Anna Bernasek, D.T. Mongan

Download now

Read Online

All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan

You don't care who can access your data because you have nothing to hide. But what if corporations were using that data to control your decisions?

As millions of consumers carry on unaware, powerful corporations race to collect more and more data about our behaviors, needs, and desires. This massive trove of data represents one of the most valuable assets on the planet.

In *All You Can Pay*, Anna Bernasek and D. T. Mongan show how companies use what they know about you to determine how much you are willing to pay for everything you buy. From college tuition to plane tickets to groceries to medicine, companies already set varying prices based on intimate knowledge of individual wants and purchasing power. As the consumer age fades into history, rapidly changing prices and complex offers tailored to each individual are spreading like a fog over the free market. Data giants know everything about us before we enter stores or open our browsers. We may think that the Internet lets us find the best deals, but the extensive information companies have about us means that the price we see tends toward the maximum they know we can pay. In a momentous shift, the economics of information will turn our economy on its head. Fair bargaining is over.

Download All You Can Pay: How Companies Use Our Data to Emp ...pdf

Read Online All You Can Pay: How Companies Use Our Data to E ...pdf

All You Can Pay: How Companies Use Our Data to Empty Our Wallets

By Anna Bernasek, D.T. Mongan

All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan

You don't care who can access your data because you have nothing to hide. But what if corporations were using that data to control your decisions?

As millions of consumers carry on unaware, powerful corporations race to collect more and more data about our behaviors, needs, and desires. This massive trove of data represents one of the most valuable assets on the planet.

In *All You Can Pay*, Anna Bernasek and D. T. Mongan show how companies use what they know about you to determine how much you are willing to pay for everything you buy. From college tuition to plane tickets to groceries to medicine, companies already set varying prices based on intimate knowledge of individual wants and purchasing power. As the consumer age fades into history, rapidly changing prices and complex offers tailored to each individual are spreading like a fog over the free market. Data giants know everything about us before we enter stores or open our browsers. We may think that the Internet lets us find the best deals, but the extensive information companies have about us means that the price we see tends toward the maximum they know we can pay. In a momentous shift, the economics of information will turn our economy on its head. Fair bargaining is over.

All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan Bibliography

- Sales Rank: #923989 in Books
- Published on: 2015-05-26
- Released on: 2015-05-26
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x 1.00" w x 5.83" l, .65 pounds
- Binding: Hardcover
- 256 pages

Download All You Can Pay: How Companies Use Our Data to Emp ...pdf

Read Online All You Can Pay: How Companies Use Our Data to E ...pdf

Download and Read Free Online All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan

Editorial Review

Review

"A well-written, vivid, and harrowing look at the microcosm of surveillance. A must read for all concerned citizens." **—Robert Scheer, author of *They Know Everything About You* and *The Great American Stickup***

"There have been plenty of warnings about corporations profiting from data and compromising privacy, but this straightforward analysis never succumbs to alarmism while letting the facts speak for themselves. [The authors] build a case that will hit home with the personal finances of any reader who has ever done anything online. [They] understand how to write about specialized topics for a general readership, and they deliver their most frightening news in the most understated, straightforward manner... Hope lies in what the authors call 'Data Environmentalism,' raising the consciousness about this threat the way Silent Spring sparked the environmental movement. Well informed and useful." ***—Kirkus Reviews***

“Anna Bernasek and D.T. Mongan have produced a model of lucidity—and urgency—on a topic that needs to be 'top-of-mind' for all of us. Everybody—in the true meaning of that word—ought to read this book. Now. ” **—Tom Peters, international bestselling author of *In Search of Excellence***

About the Author

Anna Bernasek writes the Datapoints column for the *New York Times* and is a writer for *Newsweek*. She has covered economics and business as a journalist and author for more than twenty years, in outlets such as *Fortune*, Time, the *Sydney Morning Herald*, and the *Australian Financial Review*. Bernasek holds a B.A. in economics from the University of Michigan and a Masters in Public Policy from Princeton.

D.T. Mongan is a lawyer based in New York specializing in finance and corporate transactions. He is the spouse of Anna Bernasek and holds a degree in chemical engineering from the University of Delaware and a law degree from the University of Pennsylvania.

Users Review

From reader reviews:

Robert Farley:

In this 21st hundred years, people become competitive in every single way. By being competitive at this point, people have do something to make these individuals survives, being in the middle of often the crowded place and notice simply by surrounding. One thing that sometimes many people have underestimated it for a while is reading. Yes, by reading a book your ability to survive increase then having chance to remain than other is high. For you who want to start reading a new book, we give you this specific All You Can Pay: How Companies Use Our Data to Empty Our Wallets book as beginner and daily reading book. Why, because this book is more than just a book.

John Charlie:

Here thing why that All You Can Pay: How Companies Use Our Data to Empty Our Wallets are different and trusted to be yours. First of all reading through a book is good nonetheless it depends in the content from it which is the content is as delightful as food or not. All You Can Pay: How Companies Use Our Data to Empty Our Wallets giving you information deeper and in different ways, you can find any guide out there but there is no e-book that similar with All You Can Pay: How Companies Use Our Data to Empty Our Wallets. It gives you thrill examining journey, its open up your own eyes about the thing which happened in the world which is probably can be happened around you. It is possible to bring everywhere like in park your car, café, or even in your way home by train. In case you are having difficulties in bringing the branded book maybe the form of All You Can Pay: How Companies Use Our Data to Empty Our Wallets in e-book can be your substitute.

Kori Pierson:

The book untitled All You Can Pay: How Companies Use Our Data to Empty Our Wallets is the publication that recommended to you you just read. You can see the quality of the e-book content that will be shown to a person. The language that article author use to explained their ideas are easily to understand. The author was did a lot of analysis when write the book, therefore the information that they share to you personally is absolutely accurate. You also could possibly get the e-book of All You Can Pay: How Companies Use Our Data to Empty Our Wallets from the publisher to make you much more enjoy free time.

Edna Davis:

In this age globalization it is important to someone to acquire information. The information will make professionals understand the condition of the world. The health of the world makes the information much easier to share. You can find a lot of references to get information example: internet, paper, book, and soon. You can observe that now, a lot of publisher this print many kinds of book. The actual book that recommended to you is All You Can Pay: How Companies Use Our Data to Empty Our Wallets this reserve consist a lot of the information of the condition of this world now. This book was represented how does the world has grown up. The terminology styles that writer value to explain it is easy to understand. Typically the writer made some research when he makes this book. That is why this book suited all of you.

Download and Read Online All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan #RG860EBF5ST

Read All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan for online ebook

All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan books to read online.

Online All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan ebook PDF download

All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan Doc

All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan Mobipocket

All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan EPub

RG860EBF5ST: All You Can Pay: How Companies Use Our Data to Empty Our Wallets By Anna Bernasek, D.T. Mongan