

Recommended by Jason Lonsdale



Read & edited by Shaziya Khan | Wunderman Thompson, Mumbai, India

## How to Do Nothing

### Resisting the Attention Economy

Attention is the most precious - and overdrawn - resource you have. Doing nothing is taking a pause to resist the 'Attention Economy'. Doing nothing is not a luxury or a waste of time. It is a way to experience deep attention, rather than the shallow attention. Deep attention fills the mind with valuable thoughts, ideas and feelings. Shallow attention are distractions. It is about shifting focus to attention that enrich your life. The life you want to live.

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### Paid Attention

#### *Paid attention – how much is it worth?*

'Are you paying Attention to the Attention being paid for?' Media fragmentation and the abundance of digital media has been a game changer in Advertising. Content is king, earning Attention. The author concludes: 'No attention, no influence, no impact'. How to win the Attention battle? A fresh look on Strategy, Creative, Media and Account Planning.

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