

Gisela Schmalz

**My Alienated Will**

Why we choose to surrender while the tech elite cashes in

**CONTENT****Why do we choose to submit?**

A small coterie of likeminded and incredibly rich CEOs from Silicon Valley and China is playing God and looking to automate anything and everything that could possibly be automated. And all the while, we are merrily playing along, using their algorithms to run our professional, social, and romantic lives. In doing so, we are their willing accomplices. But what, asks internet specialist Gisela Schmalz, is behind the fascination that makes this possible? Why do we allow our lives to be run by technologies operating in the interest of the clique that controls them?

Gisela Schmalz shows how artificial intelligence, robotics and neuro-toys are increasingly turning us into remote-controlled man-machines. But she also shows us how we might resist this »libertarian« view of society that an increasingly remote tech elite is silently enforcing across the globe.

- **The tech elite vs the user on the street: the new class division**
- **Silicon Valley business models exposed by an economist/philosopher**
- **The fightback against technological colonization begins with this book**



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**AUTHOR**

An economist and philosopher, Gisela Schmalz has been Professor of Strategic Management and Business Ethics at Cologne since 2006. She has also been a science journalist and strategy consultant and is interested in the power structures in a technified world. For more information, see [www.giselaschmalz.com](http://www.giselaschmalz.com)

**TYPE OF BOOK / TARGET GROUP**

General non-fiction for readers interested in society and technology.