



# The Age of the Infovore: Succeeding in the Information Economy

*Tyler Cowen*

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Renowned behavioral economist and commentator Tyler Cowen shows that our supernetworked world is changing the way we think-and empowering us to thrive in any economic climate. Whether it is micro-blogging on Twitter or buying single songs at iTunes, we can now customize our lives to shape our own specific needs. In other words, we can create our own economy-and live smarter, happier, fuller lives. At a time when apocalyptic thinking has become all too common, Cowen offers a much-needed information age manifesto that will resonate with readers of Dan Ariely's *Predictably Irrational*, Steven Johnson's *Everything Bad is Good for You*, and everyone hungry to understand our potential to withstand, and even thrive, in any economic climate.

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