

# – THE RIGHT THING IS THE WRONG THING TO DO –

## NARRATIVE STRATEGIES FOR THE ATTENTION ECONOMY



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If it aint broke...break it – Tom Peters

Forget rules, obligations, your conscience, loyalty, a sense of the commonweal....take the cash. Don't look back. Never pause.


Disrupt or be disrupted. – Josh Linker

'Our goal is to shut down a portion of America for a whole day' – Beau Williams



'The relationship becomes like a passionate but doomed affair, a whirlwind that enlivens us so well for a time, only to leave us empty and lost when it sadly, inevitably ends'

(Newman, 2009)



I know you're in a lot of pain, Peter. But I don't want you to feel any pain tonight. Here, you can start fresh tomorrow [*hands him the bottle of booze*]...Go ahead. I won't judge ya. Hell, I'll even join you. Just relax. You're home now.

Frank Underwood



"You made this bed, America. You voted for me. Are you confused? Are you afraid? Because what you thought you wanted is now here, and there you are staring back slack-jawed, bewildered, wondering if this is what you actually asked for. This democracy, your democracy elected me."

Frank Underwood