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The Culture of Efficiency: Technology in Everyday Life reveals how people are managing, exploiting, and resisting technological developments in the digital age. In this unique volume, distinguished experts from a broad range of fields candidly show how the latest technologies are being used to transform and control nitty-gritty aspects of life from conception onward and the surprising benefits and consequences. Bold and provocative, *The Culture of Efficiency* is for everyone concerned with efficiency and effectiveness. It offers fresh insights about social trends, practical suggestions for improving everyday life, and vital forecasts about the future of work and leisure. This is essential reading for researchers, professionals, and students in communication, sociology, education, anthropology, psychology, organizational science, operations management, marketing, gender studies, environmental studies, American studies, healthcare, and social policy. Overall, the volume offers a rich interpretation of the meaning of living in a culture of efficiency.

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