

**Bruno Giussani****Mind Under Siege**

How to Avoid Being  
Manipulated in the Age  
of Artificial Intelligence



Scheidegger &amp; Spiess

**Mind Under Siege****How to Avoid Being Manipulated in the Age of  
Artificial Intelligence****Bruno Giussani**

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- A broadly intelligible analysis of how AI and other new technologies work and what their impacts are
- An efficacious guide to develop collective and individual strategies collective and individual strategies against the tech giants' aim of control and modulation of our attention, perception, and autonomy of thought
- A thought-provoking reflection on the entanglements of technology, business, geopolitics, and culture, and ways to break existing monopolies in the digital world
- Bruno Giussani is an internationally renowned expert on digital culture and global curator of the widely heeded TED Talks 2005–24

Bruno Giussani—author, curator of ideas, and podcaster—was European director and global curator of the widely heeded TED Conferences and TED Talks 2005–24. In **Mind Under Siege**, the renowned expert on digital culture writes on the technologies of influence and their social and political implications. In a world with its constant flood of information, social media, artificial intelligence, and strategies of cognitive influence all over, the integrity of our thought is under threat. Technologies that appropriate our personal data, analysing and exploiting our emotions, algorithmise our entire being. It is no longer about influence through disinformation and fake news only: the aim is control and modulation of our attention, perception, and autonomy of thought.

Giussani offers an efficacious guide to develop collective and individual strategies to understand the complex relationship between ourselves and the artificial intelligences that increasingly invade our daily lives, professionally as much as privately. He explains the economic and power structures in which these technologies exist, and teaches us how to use AI without being used by it.

**Bruno Giussani**, born in 1964, is a Swiss-based author, curator of ideas and podcaster focusing on the intersection of politics, the economy, climate and technological innovation. He was global curator of TED Conferences and TED Talks 2005–24 and hosts the *Deftech* podcast. He wrote for newspapers such as the *New York Times* and *Neue Zürcher Zeitung* and is the author of *Roam: Making Sense of the Wireless Internet* (Random House, 2001) and *Storia di @* (Messaggi Brevi, 2023).