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Our Minds Under Siege

How to Avoid Being Manipulated in the Age of Artificial Intelligence

Bruno Giussani

ISBN	9783039423392
Publisher	Scheidegger & Spiess
Binding	Paperback / softback
Territory	World excluding Austria, France, Germany, Switzerland, Puerto Rico, United States, Canada, and Japan
Size	210 mm x 140 mm
Pages	184 Pages
Price	£17.99

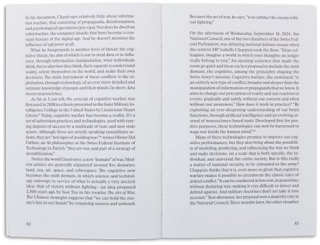
- A broadly intelligible analysis of how AI and other new technologies work and what their impacts are
- An efficacious guide to develop collective and individual strategies collective and individual strategies against the tech giants' aim of control and modulation of our attention, perception, and autonomy 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

Author, curator and podcaster Bruno Giussani was the European director and global curator of the TED conferences for two decades (2005–24). In ***Our Minds Under Siege***, the specialist of digital culture writes about the "technologies of influence" and their social and political implications. In a world saturated with information, social media, artificial intelligence and strategies of cognitive influence, our capacity for thinking clearly and understanding reality is itself under threat. It is no longer only about disinformation and fake news: these technologies capture our attention, appropriate our data, analyse and exploit our emotions and challenge our autonomy of thought.

Giussani decrypts how AI and other algorithmic technologies work and what their impacts are. He explains the nature of the relationship that is developing between us and these machines and the economic and power structures in which they exist. And he offers guidance to resisting against this technological takeover and for us to become competent users of AI without being used by it.

Bruno Giussani, born 1964, is a Swiss author and podcaster whose work focuses on the intersection of politics, business and technology. He was the European director and global curator of the TED conferences, the organisation behind the popular TED Talks, between 2005 and 2024. Prior to that, he wrote for many newspapers, such as *The New York Times* and the *Neue Zürcher Zeitung.* He is host of the *Deftech* podcast on cognitive threats (2025) and the author of *Roam: Making Sense of the Wireless Internet* (Ramdon House, 2001) and *Moins d'Amérique dans nos vies* (Georg Éditeur 2025).







Published 17th Jun 2026