

[From "Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity" by Douglas Rushkoff](#)

"Advertisements work best on lonely individuals. So it's no coincidence that mass media tend to atomize us, creating millions of markets of one person each. That's how the television evolved from a hearth in the living room watched by the whole family to a television in each bedroom and a cable channel or YouTube stream for each person. They don't call the stuff on television "programming" for nothing—only in this case, it's humans being programmed, not machines."

"The unsustainable endgame is an economy based entirely on marketing and advertising."

"Big data has been shown capable of predicting when a person is about to get the flu based on their changes in messaging frequency, spelling autocorrections, and movement as tracked by GPS."

"A single computer program written by perhaps a dozen developers can wipe out hundreds of jobs."

"Leading-edge digital businesses have ten times the revenue per employee as traditional businesses. Those who own the platforms, the algorithms, and the robots are the new landlords."

"There is more than enough to go around. Why don't we give those houses to the homeless, or that food to the hungry? Because they don't have jobs. Letting them just have stuff does not contribute to the great growth imperative. Instead, we're supposed to think of new, useless things for these folks to make, then market those things to the rest of us, so that we go buy them, dispose of them, and then create more landfill. All in the name of growth."

"we must take a step outside the economic model in which we are living and accept the potentially scary truth that we have finally succeeded."

"Congress passed a guaranteed-income provision in 1970 by a vote of 243 to 155, but the Senate rejected the bill and others like it for fear it would make Americans more lazy."

"Our problem is not a scarcity of toothpaste; it's finding enough consumers to keep all the toothpaste workers employed."

"A corporation is just a set of rules, and so is software. It's all code, and it doesn't care about people, our priorities, or our future unless we bother to program those concerns into it."

"The fact that corporations were invented should alone empower us to re invent them to our liking."

"...in the American colonies, farmers were prohibited from selling their cotton locally. By law, all of their harvest had to be sold to the British East India Company at a fixed price. It was then shipped to England, where it was fabricated into garments by another chartered monopoly, and then shipped back to America for sale to the colonists. This was not more efficient; it was simply

more extractive. The American Revolution was fought as much against the mother company as the mother country.”

“Corporate activity is less like a fan bringing in new air and promoting local respiration than like a vacuum sucking out the oxygen and taking it somewhere else.”

“Outsourcing to robots is just another form of outsourcing.”

“The corporate program has reached its limits. Its function is to grow companies by turning active economic activity into static bags of capital. And in doing so, it has taken a liquid medium necessary for our economy’s circulation and frozen it in corporate accounts.”

“an economic operating system designed by thirteenth-century Moorish accountants looking for a way to preserve the aristocracy of Europe has worked as promised. It turned the marketplace into one giant debtors’ prison.”