

# THE ATTENTION ECONOMY

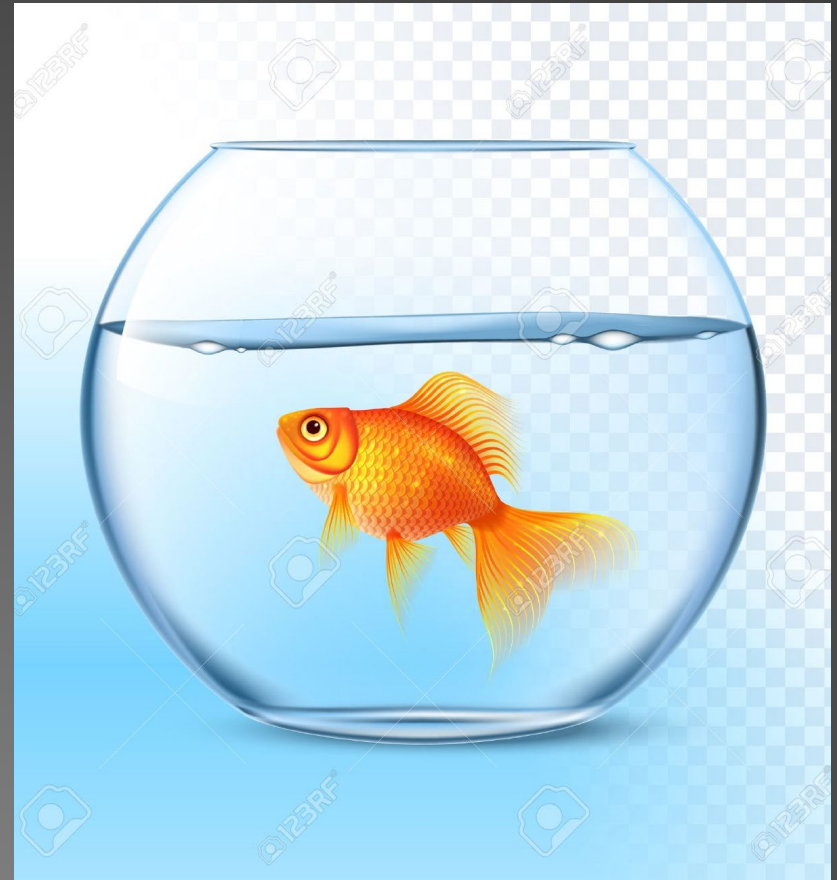
What it Teaches Us About  
How to Strategically  
Organize Business and  
Technical Writing

Professor Sandra Dean



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How much is your  
attention worth?



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Keeping in mind attention span,  
take a look at document #1.



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Now, take a look at document #2.



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Now, have a look at document #3.



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Finally, the worst! Have a look at  
document #4



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