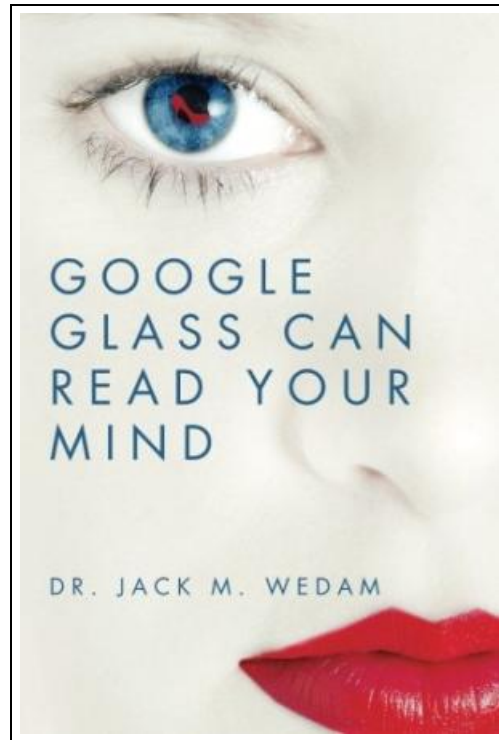


Google Glass Can Read Your Mind (Paperback)



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GOOGLE GLASS CAN READ YOUR MIND (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Does Google Glass have the ability to identify the urges and impulses in the back of your mind? According to Dr. Jack Wedam, the neuroscience that informs the device can connect a rapid eye movement with a desire that was heretofore lodged securely in your subconscious. And, when it comes to accessing that once elusive consumer information, the flick of an eye can mean big business. In his provocative new book, Google Glass Can Read Your Mind, Dr. Wedam demystifies the visual neurology at play with the much-vaunted technology. While it may or may not have already done so, Google Glass is primed to tap into recent developments in the field of neuroscience to read what is on your mind, and sell it to marketers. What s more, you would not have the slightest hint that those thoughts were detected. While the author makes clear that there is no public record of just how much Google is availing of these capabilities, he raises probing questions about this very real potential, and what it could mean for your privacy. In his fascinating new book, Wedam fires a cautionary flare to open your eyes well before trying on a new pair of glasses.



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