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| John Hunt Publishing - **Zero Books** - announces the new title | | |
| **Society Elsewhere** Why the Gravest Threat to Humanity Will Come From Within  Francis Sanzaro  The biggest political and economic issue of the 21st and 22nd centuries will not be food, war, overpopulation, or the environment, but boredom and uselessness. The biggest problem will be figuring out how to manage people’s emotional lives in a time when their intelligence, brains and consciousness will become irrelevant. The writers of the 2050s will observe that the idea of outsourcing our lives to software algorithms began around the turn of the millennium with small tasks (dating, entertainment, directions), until, decades later the transition was complete; human decision making, which is the font of consciousness, is no longer necessary. Boredom and malaise are the biggest threats to global public health. With a unique blend of pop culture, history, philosophy, psychology, art theory, among others, Society Elsewhere is both evocative and engaging across a wide array of demographics.  **Author Bio** Francis Sanzaro is an American writer and Learning Architect who received his Ph.D from Syracuse University. Francis’ articles and fiction have appeared in Happy Hipocrite, Greyrock Review, Continental Philosophy Review, Counter Culture, Sierra Nevada Review, Rock and Ice Magazine, The Baltimore Post Examiner, Journal for Cultural and Religious Theory and Words and Numbers, among many others. He is based in Baltimore, USA.  **Previous Titles** The Infantile Grotesque: Pathology, Sexuality and a Theory of Religion (9781934542491) The Davies Group Publishers, 2016. The Boulder: A Philosophy for Bouldering (9780954877996) Stone Country Press, 2013.  **Promotional Plans** Articles published in key academic journals and online at Aeon, Wired, Slate and The Verge in the lead up to publication. Author website. Promotion via author's academic networks. Social media and podcast promotion via the Zero Books thriving online platforms.  **USP** A book of interdisciplinary interest which draws on recent, cutting edge research beyond the phenomenon of automation within tech circles, into larger questions of society and humanity. Areas of analysis include pop culture, film, technology and philosophy.  **Competing Books** Virtually Human: The Promise and the Peril of Digital Immortality 9781250046918, by Martine Rothblatt Picador, 2015  **Categories** SOCIAL SCIENCE (General)(SOC002010) -> Anthropology (General)(SOC002010) -> Cultural & Social(SOC002010) TECHNOLOGY & ENGINEERING (General)(TEC004000) -> Automation(TEC004000) PHILOSOPHY (General)(PHI015000) -> Mind & Body(PHI015000) |  | **Publication Date** June 2018  **Paperback** ISBN: 978-1-78535-470-0 $16.95  |  £9.99 8.5x5.5 inches | 216x140 mm 160PP  **e-book** ISBN: 978-1-78535-471-7 $12.99  |  £7.99  **Library of Congress** 2017939489 |
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