



## Ego: The Game of Life

*By Frank Schirmmacher*

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### **Ego: The Game of Life** By Frank Schirmmacher

Twenty-five years after the end of the Cold War, a new Cold War is being waged in our societies. During the Cold War a theoretical model of man was developed by economists and the military, an egotistical being interested only in his own benefit and in duping his opponents to achieve his ends: a modern homo oeconomicus. After his career in the Cold War ended, he was not scrapped but adapted to the needs of the twenty-first century. He became the ringmaster of a new era of information capitalism. He sought to read, control and influence thoughts; to predict, price and eliminate risks. Today stock-market trading is guided by him. He uses computer algorithms and Big Data to build up detailed pictures of our preferences and then suggest and sell goods to us. The model has become a self-fulfilling prophecy. We are no longer the masters of our own fate. The Game of Life runs without us.

Schirmmacher traces the progress of this extreme rationalization of social life from the Cold War games of the 1950s Rand Corporation to the stock-market trading techniques that brought about the financial crash of 2008, showing how these developments were interwoven with the rise of game theory, rational choice theory and neoliberal economics. The state and politics increasingly submitted themselves to the logic of computerized game theory and an economic view of the world, evading real decision-making in the process. In this brave new world individuals, alone in front of their computers, may think they are constructing a reality of their own choosing, but in fact they are being manipulated all along by others who are setting the rules of the game.

This international bestseller by one of Germany's most distinguished journalists is a powerful indictment of a way of thinking that has become pervasive and threatens to undermine not only parliaments and constitutions but also the sovereignty of the individual to be the person he or she wants to be.

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## **Editorial Review**

### Review

"Frank Schirrmacher convincingly shows connections among such ostensibly disparate issues as the language of the Cold War and that of the trading floor, as he demonstrates how algorithms and statistical models have become the overwhelmingly dominant means we use to understand the brain, the market, the state and nature. In the end the human person becomes defined as a problem, because unable to be reduced to calculation in this way. This critique of contemporary egoism from the editor of Germany's leading liberal conservative newspaper makes chilling but highly thought-provoking reading."

**Colin Crouch, University of Warwick**

"This book reads like a sociological thriller."

**Ulrich Beck, *Die Welt***

"A piece of cultural criticism in the very best sense: a diagnosis, prognosis and cure all in one for our technologically induced egoism."

***Der Tagesspiegel***

"This book is an urgently needed appeal for us to rethink what we understand by economic rationality."

***Handelsblatt***

"In this new book, Frank Schirrmacher once again shows an extraordinary understanding of the volatility of our times, bringing into focus the widespread discontent felt in many sections of society."

***Tages-Anzeiger***

### About the Author

**Frank Schirrmacher** (1959-2014) was a journalist, essayist and Editor-in-Chief at the Frankfurter Allgemeine Zeitung.

## **Users Review**

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#### **James Boyd:**

Now a day those who Living in the era everywhere everything reachable by talk with the internet and the resources inside it can be true or not involve people to be aware of each info they get. How people have to be smart in obtaining any information nowadays? Of course the solution is reading a book. Studying a book can help folks out of this uncertainty Information especially this Ego: The Game of Life book since this book offers you rich details and knowledge. Of course the details in this book hundred percent guarantees there is no doubt in it you know.

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Ego: The Game of Life can be one of your beginning books that are good idea. We all recommend that straight away because this reserve has good vocabulary that may increase your knowledge in language, easy

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