

# CONTENTS

<i>Acknowledgments</i>	<i>viii</i>
1 Introduction: Infoglut and Clutter-Cutting	1
2 Intelligence Glut: Policing, Security, and Predictive Analytics	19
3 Emotional Glut: Opinion Mining and Sentiment Analysis	42
4 Future Glut: Marketocracy	62
5 Glut Instinct: Body Language and Visceral Literacy	77
6 Neuro-Glut: Marketing to the Brain	96
7 Theory Glut: From Critique to Conspiracy	111
8 Cutting Through the Glut: Knowledge Small Enough to Know	136
<i>Notes</i>	<i>166</i>
<i>Bibliography</i>	<i>185</i>
<i>Index</i>	<i>197</i>