



# Bit Literacy: Productivity in the Age of Information and E-mail Overload

By Mark Hurst



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Bit Literacy offers a solution to email overload, media overload, and other kinds of information overload. The daily flood of e-mail, multiple todo lists, a cluttered desktop, documents in various file formats, and the constant distraction of cell phones are all problems that people desperately need help with. More than a quick fix or another "how-to" guide, Bit Literacy offers an entirely new way of gaining productivity, and lowering stress, that users at any level of expertise can put into action right away. Mark Hurst - who has reached hundreds of thousands of readers through his Good Experience blog and Uncle Mark guides, has revealed the way to survive, and thrive, in the digital age: "Let the bits go."

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### **Bibliography**

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### Editorial Review

From the Back Cover

#### Praise for *Bit Literacy*

This is *The Elements of Style* for the digital age.

- Seth Godin, author, *The Dip*

Mark Hurst has written the indispensable guide to the digital era. Instead of a mere "how-to" guide, Hurst shows what's really going on when we struggle with e-mail and todo lists. For anyone who has ever used a computer, this will not just wildly increase their productivity (as it has for me!) - it'll also let their ideas fly.

- David Bodanis, author, *E=mc2* and *Passionate Minds*

An informative and clear step-by-step guide on how to turn the ever-increasing avalanche of bits into a force that will propel your life and career.

- Tom Hughes, Chief Design Officer, Idealab

Mark Hurst is the smartest person thinking about ways technology can make our lives easier rather than harder. If you're willing to give up some of your useless bytes for true knowledge and crowded RAM for zen clarity, then get bit-literate today.

- Douglas Rushkoff, author, *Get Back in the Box*

A lot of people feel left out of the whole Internet and computer thing, but realize it could be really valuable for them. *Bit Literacy* provides the basic skills required for anyone to engage the wave of informational change.

- Craig Newmark, founder, craigslist.org

Most of us learned how to deal with digital technology in piecemeal fashion. We developed habits that served us well for a time. But for the modern digital age, almost all of our habits are bad. In *Bit Literacy*, Mark Hurst provides brief, no-nonsense, clear, and unbelievably helpful advice on how to replace those bad habits with good ones. Take his advice and instead of being tyrannized by the overload that comes at you daily, you'll be liberated.

- Barry Schwartz, author, *The Paradox of Choice*

The word 'empowerment' should be included in the subtitle of this book, as I believe reading it reduces the hypertension involved in our daily journey through the flotsam and jetsam of life. *Bit Literacy* helps make the complex clear.

- Richard Saul Wurman, author, *Understanding USA*

#### About the Author

Widely credited for popularizing "customer experience" online, Mark Hurst has worked since the birth of the Web to make Internet technology easier to use. Named one of the 1,000 most creative individuals in the U.S. by Richard Saul Wurman, and Netpreneur of the Year by *InfoWorld* magazine, Hurst is a leading authority on making people more productive with technology.

As the founder of Creative Good and Good Experience, and host of the renowned Gel conference (Good Experience Live), Hurst and his companies help organizations work more productively and create better

customer experiences. Hurst holds bachelor's and master's degrees in computer science from MIT. He lives in New York City with his wife.

## **Users Review**

### **From reader reviews:**

#### **James Gabriel:**

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#### **Patrick Vanmeter:**

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#### **Shirley Williams:**

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#### **Bertha Greene:**

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