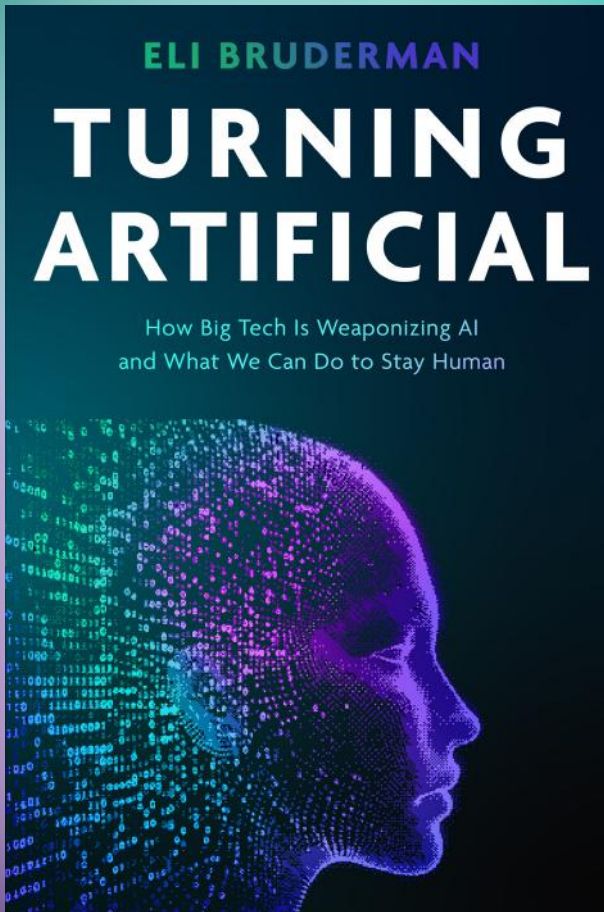


ELI BRUDERMAN



"A brilliant synthesis of philosophy and technology criticism that challenges us to think beyond the usual economic critiques of Big Tech to examine how AI is fundamentally altering human consciousness itself."

About the Book

Turning Artificial is a groundbreaking exposé that reveals how the Big Five tech giants :Apple, Amazon, Meta, Google, and Microsoft are weaponizing AI to reshape human consciousness itself.

Author Eli Bruderman combines rigorous philosophy with cutting-edge technology analysis to expose the hidden mechanisms by which AI manipulates our self-worth, exploits our psychological needs, and builds mental dependencies disguised as convenience.

This isn't just another tech critique, it's a philosophical investigation into the nature of consciousness, recognition, and what it means to remain human in an artificially intelligent world.

Key Themes

- The manipulation of human consciousness by Big Tech.
- Philosophical foundations of AI and human recognition.
- Ethical frameworks for AI development.
- The psychology behind digital addiction and dependency.
- Pathways to reclaiming human agency.

Target Audiences

- **Tech-conscious readers** concerned about digital manipulation.
- **Academic communities** in philosophy, ethics, and technology studies.
- **Policy makers and regulators** working on AI governance.
- **Business leaders** seeking ethical AI frameworks.
- **General readers** interested in technology's societal impact.

Unique Positioning

Unlike purely economic or technical critiques, *Turning Artificial* offers a **philosophical foundation** for understanding AI's impact on human consciousness, drawing on Hegelian philosophy and extensive humanities expertise.

About the Author



Eli Bruderman is a distinguished author and academic specializing in Philosophy, Art, and Education. As Associate Professor of Philosophy and Chief Curator at the Israel Museum in Jerusalem—one of the world’s largest encyclopedic museums—he brings a unique interdisciplinary perspective to the AI debate.

Professional Credentials

- Associate Professor of Philosophy.
- Chief Curator, Israel Museum Jerusalem.
- Specialist in Ethics, Science, Philosophy, Aesthetics, and Technology.
- Expert in synthesizing varied fields of knowledge in cultural contexts.
- Published researcher in contemporary cultural phenomena.

Academic Approach

Bruderman investigates cultural phenomena through an interdisciplinary framework that incorporates Ethics, Science, Philosophy, Aesthetics, and Technology, illuminating complex dynamics and emerging trends within the AI landscape.

Why This Book Now

Perfect Timing

- AI regulation debates intensifying globally.
- Growing public awareness of Big Tech manipulation.
- Academic interest in AI ethics and consciousness studies.
- Policy discussions on digital rights and human agency.
- Cultural shift toward questioning tech dominance.

Unique Selling Points

- First comprehensive philosophical critique of AI consciousness manipulation.
- Insider academic perspective from major cultural institution.
- Practical solutions alongside theoretical analysis.
- Interdisciplinary approach combining multiple fields.
- Timely intervention in critical global debate.



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