



## **JULIUS HENDRICKS BE A LITTLE ANALOG**

**The joy of analog living –  
A book everyone should read.**

»This book invites you to look over the parapet of your computer screen and take the time to enjoy life in all its variety. Because every analog moment is an adventure which makes it possible to discover the unexpected.« JULIUS HENDRICKS

A bus stop, eight people – seven of them looking at their smartphones. An apartment block, three letters, thirty packages from Amazon. A cathedral, twenty tourists, eighteen out-stretched tablets. A plate of spaghetti, one post, 1000 likes, bon appétit! Two lovers, two iPhones, *I'm just checking my mobile, sweetie!* A cyclist, a mobile telephone, a car ... oops, only just missed!

What has happened to our world, to our lives? Do we notice the real things around us at all? Or are we digitally driven into a parallel universe where we are whirled through time at the speed of light and where we – following a very strange reflex – only respond to the ping, quack or retroring tones of our smartphones and computers?

In this book Julius Hendricks explains why it is so important to outwit the everyday digital delusion. His instructive little self-help book provides food for thought and prompts us to re-evaluate the analog.

▪ A new, cool, feeling for life. »Back to analog!« - the season's trending theme. The ideal gift for yourself and others. With inspiring tips for a better, analog life.

▪ »How to find peace in the digital age. A book like from another world, that makes you feel better in our world. Simply magnificent!« WESTDEUTSCHER RUNDFUNK

**JULIUS HENDRICKS** (born 1993) is himself one of the digital native generation. He is studying comparative literature and art history at the university of Bonn and works in a Cologne bookshop. He has a mobile phone with keys and is glad to have discovered the analog world for himself and to find it wonderful. He dreams of a little bookshop where, as well as good books and good advice, there would be good coffee for a low price. *Be a little analog* is his first book.

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