Present Shock: When Everything Happens Now is a non-fiction work written by Douglas Rushkoff and published in 2013. The book introduces the concept of present shock, a state of anxiety in which people all live in as they try to keep up with the ever increasing speed and immediacy of time. The instantaneous nature of digital technology has shaped the way humanity perceives and deals with time. According to Rushkoff, rather than focusing on building a better future, society is primarily concerned with Read full review. PRESENT SHOCK: When Everything Happens Now. User Review - Kirkus. Media theorist Rushkoff (Program or Be Programmed: Ten Commands for a Digital Age, 2011, etc.) returns with a dire prognosis of society’s ills. Though exaggerated, many of the author’s assertions can Read full review. Other editions - View all. Present Shock: When Everything Happens Now Douglas Rushkoff No preview available - 2013. Present Shock: When Everything Happens Now Douglas Rushkoff No preview available - 2014. About the author (2013). Douglas Rushkoff's previous books, including Cyberia and Media Vir...Â Bibliographic information. Title. Present Shock: When Everything Happens Now. Author. Douglas Rushkoff. Yet this â€œnowâ€ is an elusive goal that we can never quite reach. And the dissonance between our digital selves and our analog bodies has thrown us into a new state of anxiety: present shock. Rushkoff weaves together seemingly disparate events and trends into a rich, nuanced portrait of how life in the eternal present has affected our biology, behavior, politics, and culture. He explains how the rise of zombie apocalypse fiction signals our intense desire for an ending; how the Tea Party and Occupy Wall Street form two sides of the same post-narrative coin; how corporate investing in the future