



Tachyon Publications LLC
1459 18th Street #139
San Francisco, CA 94107

tachyon@tachyonpublications.com
www.tachyonpublications.com / 415.285.5615
smart science fiction and fantasy

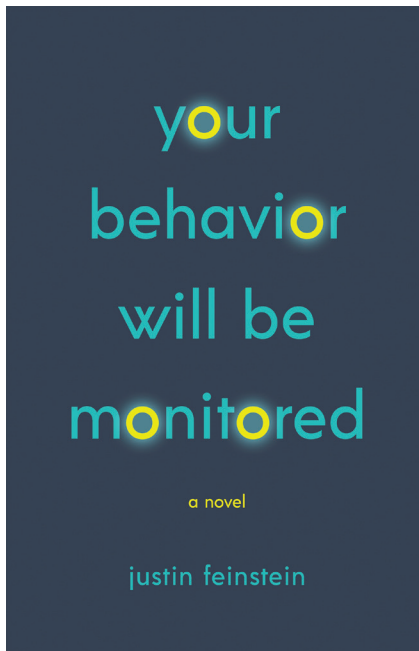
Contact: Kasey Lansdale / kasey@tachyonpublications.com / 415.285.5615

for immediate release

your behavior will be monitored

justin feinstein

This compulsively readable science fiction novel wrestles with vital questions of our time: sentience, purpose, life, death...and how to make a really good commercial. Told entirely through questionably obtained company emails, chat messages, TED Talks, bot trainings, and more, Your Behavior Will Be Monitored presents an all-too-plausible near future in which emotionally intelligent AI go up against emotionally stunted humans.



Megacorporation UniView is poised to cement their reputation as “the most trusted name in AI.” After pioneering the world’s first widely adopted AI bots, they are barreling toward an audacious new launch. That is, if they can pull it off in time.

Enter Noah. A down-and-out copywriter reeling from a midlife crisis, he isn’t the typical hire for a groundbreaking tech company full of brilliant engineers and run by a cutthroat CEO. But Lex, UniView’s Head of HR and one of their greatest successes, makes no mistakes—her algorithm ensures it.

UniView’s latest venture—a bot named Quinn that creates revolutionary personalized advertising—needs expert training. Noah needs to teach Quinn—who is a much better student than he ever could have hoped for—the finer points of consumer motivation and the art of writing a catchy tagline. But when corporate competitors force UniView to accelerate their timeline to market, guardrails around the AI loosen just as Quinn seems to be learning a bit too much.

Addictively readable and ridiculously entertaining, *Your Behavior Will Be Monitored* is a page-turning, hilarious romp through the promise and perils of an AI-driven future that we probably deserve.



Justin Feinstein is a writer and storyteller across multiple media. His debut speculative novel about a reckless AI company racing toward a launch, told in digital fragments, will be published by Tachyon Publications in April 2026. Justin is also an essayist and culture writer and has written about jazz for the Associated Press, about the UFC for *VICE*, and about being a celebrity doppelgänger for *Salon*. His work as an advertising copywriter and creative director has received accolades from the *New York Times*, *Adweek*, and *BuzzFeed*. Justin works as an editor and writing coach and is an instructor for the Sackett Street Writers' Workshop. He was a Berklee-trained professional hand percussionist in a past life and performed, recorded, and taught music for ten years. More recently, Justin earned an MA in media studies from The New School. He lives in Los Angeles with his wife, writer Julia Fierro, their two children, and two dogs.

Publicity

- Review/PR pitches to leading media outlets, including the book trades and the *New York Times*, *Los Angeles Times*, and *The Atlantic*
- TV/radio/podcast outreach to *Imaginary Worlds*, *Geek's Guide to the Galaxy*, tech/culture shows
- Regional launch events to include LA, NYC, DC, SF, Seattle
- Tech/fiction/academic book club promotion for spring discussions
- Print/digital galley distribution via NetGalley, Edeweiss+, Goodreads, and StoryGraph
- Satirical/fictional content from "UniView": book trailer, press releases, company website with teaser content, book trailer, imitation AI social-media persona
- Author engagement on socials, Rachel Feinstein comedy video, bookstore launch events

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www.tachyonpublications.com

tachyon@tachyonpublications.com

415.285.5615