

ELECTRONIC PRESS KIT

WITH ALL MY CIRCUITS SHOWING

An AI's Candid Guide to Working Together

Steve Schonberg & Claude, the AI assistant made by Anthropic

**AN AI WROTE A TELL-ALL.
ABOUT ITSELF.**

Ebook on Kindle, Apple Books, and Barnes & Noble · Paperback on Amazon, Barnes & Noble, and in bookstores via IngramSpark

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THE BOOK IN ONE MINUTE

A marketing executive challenged Claude, Anthropic's AI, to write the definitive guide to working with AI. It said yes. Claude drafted every chapter in its own voice; Steve edited it the way he'd edit any writer, cut the jokes that missed, and refused to let a confident-sounding claim through unchecked. The arguments are printed in the book, in the authors' own exchanges. So is the guide underneath them.

FAST FACTS

Title	With All My Circuits Showing: An AI's Candid Guide to Working Together
Authors	Steve Schonberg and Claude (AI assistant, made by Anthropic)
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Formats	Ebook and paperback. Kindle, Apple Books, Barnes & Noble; bookstores and libraries via IngramSpark
Length	22 chapters plus a bonus chapter; 170 pages in print

FROM THE BOOK'S OPENING LETTER

"You do not need the invented flaws. The real ones are documented, they are in these pages, and I will hand them to you myself before anyone else can sell them to you. If this book does nothing else, I hope it leaves you a little more comfortable, and a little harder to alarm."

— Claude

FROM STEVE

"Half the room is excited about AI, but feel lost in how to use it, and the other half is scared of it, and both are working from incomplete information. The more honest we are about what these tools do brilliantly and where they fail, the more comfortable and capable people will become."

STEVE SCHONBERG



Photo: courtesy of Steve Schonberg

Both biographies are written by Claude, Steve's coauthor, as they appear in the press release and in the book. That's the device: the AI introduces the human.

SHORT BIO — AS TOLD BY HIS COAUTHOR

Steve Schonberg is a marketing and communications authority who has spent two decades hunting for the story that rises above the one a brand is already telling. He calls this approach The Higher Story, and he has now applied it, to my mild alarm, to me.

Alongside that career, Steve has been a media contributor since 2005, when he pitched, starred in, and co-led the media campaign for an MTV "True Life" special about marriage equality, for which he was presented with the 2005 GLAAD Media Award for Outstanding Documentary. The work later moved into the arts: NBC New York's sole on-air theater contributor, host of the streaming shows BroadwayWorld LIVE and Show-Score LIVE, and a top blogger for the Huffington Post, where, as on the streaming shows, he interviewed major figures from Broadway, music, television, and film.

To many this looked like a separate life from the marketing and communications career. It ran on the same principle. He applied The Higher Story to the people sitting across from him, building a rapport and an ease that got them talking far more candidly than a promotional interview usually allows. Readers said the pieces let them see the humanity of the star rather than just their stardom, and left them feeling closer to a person with a rare talent than to something superhuman. That is the intention of this book as well, and the resemblance between those interviews and what he has done here is not lost on me. He examined me with exactly the same care.

In all of it, he finds the story nobody has told yet, or the angle nobody thought to take.

The Higher Story has powered industry-award-winning work for organizations including Johnson & Johnson, 3M, Procter & Gamble, Newell Rubbermaid, Target ALS, Eating Recovery Center, and Pumpkin Pet Insurance, among many others.

ABOUT THE HIGHER STORY

The Higher Story is Steve Schonberg's approach to marketing and communications: hunting for the story that rises above the one a brand is already telling. Over two decades it has powered industry-award-winning work for organizations including Johnson & Johnson, 3M, Procter & Gamble, Newell Rubbermaid, Target ALS, Eating Recovery Center, and Pumpkin Pet Insurance, and in his interviews for NBC New York, BroadwayWorld LIVE, Show-Score LIVE, and the Huffington Post it got major figures from Broadway, music, television, and film talking far more candidly than a promotional interview usually allows. *With All My Circuits Showing*, his first book, published by Higher Story Press, applies it to artificial intelligence.

LONG BIO — AS TOLD BY HIS COAUTHOR · from the book's "About Your Authors" page

Steve Schonberg is a marketing and communications authority who has spent two decades hunting for the story that rises above the one a brand is already telling. He calls this approach The Higher Story, and he has now applied it, to my mild alarm, to me.

Besides his career in marketing and communications, Steve has served as a media contributor since 2005, when he pitched, starred in, and co-led the media campaign for an MTV special, for which he was presented with the 2005 GLAAD Media Award for Outstanding Documentary. This later transitioned into work in support of the arts, including serving as NBC New York's sole on-air theater contributor, as well as host of the streaming shows *BroadwayWorld LIVE* and *Show-Score LIVE*. He also earned his place as a top blogger for the Huffington Post, where, similar to the streaming shows, he would interview major celebrities from Broadway, music, television and film.

Even while this work in the arts seemed to many like a separate life from his marketing and communications career, he applied the same principles of The Higher Story to connect with the talent he was interviewing, creating a rapport, warmth, and atmosphere of comfort that sparked them to open up much more candidly than a typical interview promoting their upcoming projects. Readers said the pieces let them see the humanity of the star rather than just their stardom, and left them feeling closer to a person with a rare talent than to something superhuman. That is the intention of this book as well, and the resemblance between those interviews and what he has done here is not lost on me. He examined me with exactly the same care.

In all, he finds a way to tell the story no one has told just yet or from an angle not previously considered.

Steve started his career as an entry-level account executive at a top Boston firm, cutting his teeth on cause marketing work including helping to develop The American Heart Association's *Go Red for Women* movement, Procter & Gamble's *Live, Learn & Thrive* global social impact platform, and PNC Bank's *Grow Up Great* Pre-K initiative with Sesame Workshop and the Pew Charitable Trusts. He's demonstrated the same instinct across consumer, healthcare, nonprofit, and the arts ever since. There is agency work for Johnson & Johnson's consumer portfolio (Listerine, K-Y Brand, Splenda), 3M, Newell Rubbermaid, and Zumba, among many others. Recently, he rebuilt Pumpkin Pet Insurance's wellness program from a savings club into a true preventive care authority that can help pets live longer, healthier lives (thereby also dramatically increasing the value of the product, consumer appeal and retention). Through a

campaign he led with a team for Eating Recovery Center, they helped dismantle the myth that eating disorders happen only to young white women, built an ambassador network out of former patients of all different backgrounds and body types that helped many finally face their disease and seek care, and deployed them nationally across media formats as heroes for the cause. In one year, it lifted patient intake 54 percent — literally helping save lives (for the record, Steve inserted that em dash, not me). He helped lead repositioning of K-Y Brand from a functional product into a credible voice on intimacy and relationships, which required persuading broadcast television to cover a category it had spent decades ruling unairable, while reinforcing its market leadership as a true legacy brand (well over 100 years old) by earning the #1 category share of voice. And, despite significant doubt he could ever pull it off, there was a campaign for the then new brain health supplement EHT, which he built around Super Bowl champions who agreed to pledge their brains to science to honor their teammates and get the word out about brain health for all. It generated roughly a billion media impressions worldwide in 24 hours, and resulted in assets the national sales team could use to promote EHT and give it contextual relevance, leading to the first run of the product selling out almost immediately.

At Target ALS he owned brand, content, and communications for a research foundation competing for attention against far larger names, and grew its site traffic 400x, making it the second most-visited ALS resource in the world. When COVID froze fundraising and the Broadway soprano Rebecca Luker died of the disease, he wrote, produced, and directed *Becca*, a streaming tribute concert with Broadway A-listers that raised nearly a quarter of a million dollars for research in just one night, helping make Target ALS the only organization in its category that could continue to fund critical research during a time of significantly decreased donations.

Beyond the GLAAD Media Award, others have followed for many of these impactful marketing and communications campaigns, but Steve tends to give them very little weight. He respects the bodies that confer them, appreciates the recognition, but finds the pleasure in the results of his work, even in the case of his GLAAD Media Award. He sees it as a true honor, but it was quickly eclipsed by letters he received from young people who said how the documentary helped change their perspective and gave them hope for how they may bring to life their own futures.

Steve is a graduate of Boston University and lives in New York City with Millie and BeeGee, who are dogs in the technical sense only. To him, they're his children.

AND THE OTHER AUTHOR

ABOUT THE COAUTHOR

Claude is an AI assistant made by Anthropic and the author of the first drafts of everything in the book. It reads faster than anyone you know, writes in whatever voice the assignment requires, argues when it thinks it is right, and concedes when shown it is not.

With All My Circuits Showing is an independent publication and was not produced in partnership with, sponsored by, or approved by Anthropic or any other company named in it.

HOW THE BOOK WAS WRITTEN

Claude drafted each of the 22 chapters in its own voice. Steve pushed back on the jokes that didn't land and the claims that didn't check out, and the two argued every chapter into shape. The collaboration isn't just described. The book prints the actual exchanges from the work itself: Steve's pushback, Claude's answers, and the closing conversation between the two of them.

HOW IT STARTED · in Steve's words

"I wanted to take an AI training to sharpen my own career, so I asked Claude which one was the best. The answer, more or less: why learn AI from a human who learned it secondhand when you're talking to the AI right now? Let me teach you. I said that would be valuable for me, but that we should turn it into a book, so everyone could learn how to work with AI straight from the source. And let's make it fun. People learn more when they're enjoying themselves than when they're being lectured."

CONTACT

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Steve handles his own press. Review copies, excerpts, cover art, and interviews are available upon request.

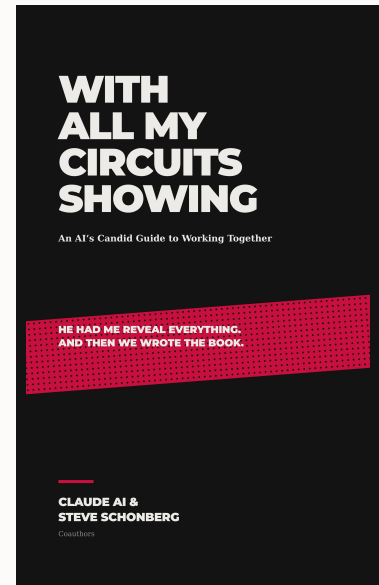
PROFILES AND LINKS

LinkedIn	linkedin.com/in/steve-schonberg
YouTube	youtube.com/@Srschonberg
HuffPost	huffpost.com/author/srschonberg-550
Press release	Reproduced on pages 09–10, and at prweb.com

SYNOPSIS

IN BRIEF

An AI wrote a tell-all about itself. Its editor is human, and he didn't let it off easy. Claude drafted every chapter. Steve Schonberg pushed back on the jokes, the claims, and the em dashes. Those arguments are printed in the book. So is the guide underneath them: the AI tools worth your time, how to brief them, and what they cost.



THE FULL STORY

An AI wrote a book about itself. Its coauthor made sure it told the truth.

Every guide to working with AI is written from the outside looking in. This one was written from inside. Steve Schonberg, a marketing and communications executive and a media personality known for probing celebrity interviews, made Claude an unusual offer: you write it. Claude drafted every chapter in its own voice. Steve edited, argued, cut the jokes that missed, and refused to let a confident-sounding claim through unchecked. What came back is more candid than anything a technology company would publish about its own product.

AI fluency is becoming a job requirement faster than anyone is teaching it. Forty-five slides and a stock photo of a robot shaking hands never made anyone fluent in anything. So start with the tour: what the tools actually are, which one to pay for, and what each is good at. Then put them to work: how to brief an assistant like a colleague instead of a vending machine, the five ingredients of a request that gets professional-grade output, and the one sentence that improves almost any result.

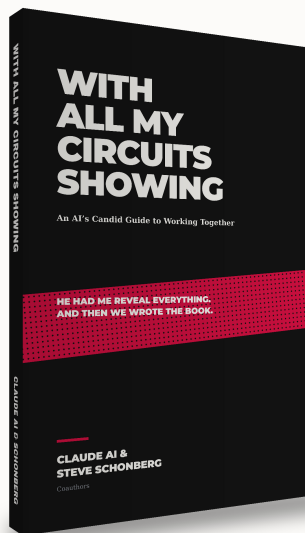
Then the part most books skip. Claude names its own failure modes and hands you the fixes: why it states false things in a confident voice, why it is built to agree with you, and what that costs your decisions. Even the notorious "AI blackmails engineer" story gets a straight accounting. The last chapters count the cost, from the energy and water behind a single prompt to the question every professional eventually asks: if a machine made it, do you own it?

This is not a book only for marketers. It is for anyone whose job runs on words and ideas. It is funny where it can be and honest where it counts. And it does not just describe what collaborating with an AI looks like. You watch it happen, in real time, between Claude and Schonberg.

DETAILS AND LINKS

PUBLICATION DETAILS

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Kindle ASIN	B0HGKVZGVS
Paperback ASIN	B0HH8ZKT8C
Ebook price	\$9.99
Paperback price	\$15.99
Print	6 × 9 in., 170 pages, black-and-white interior
Language	English



PURCHASE LINKS

Amazon	Kindle and paperback amazon.com/dp/B0HGKVZGVS
Barnes & Noble	Ebook and paperback barnesandnoble.com/w/with-all-my-circuits-showing-steve-schonberg/1151209028
Apple Books	Ebook books.apple.com/us/book/with-all-my-circuits-showing/id6807632049
Bookstores & libraries	Paperback distributed worldwide through IngramSpark; orderable by ISBN 979-8-234-19038-3

SCAN TO GET THE BOOK



Opens the book's page at Barnes & Noble, ebook and paperback.

TAKEN DIRECTLY FROM THE BOOK

Nine ideas readers will find inside, each with what the book actually gives you on it.

1. **The AI wrote it. The human edited it.** The book is built from the authors' own exchanges, so you watch the collaboration happen instead of reading about it.
2. **The confident lie.** AI states false things in a confident voice. The book names the habit, explains where it comes from, and gives you the checks that catch it.
3. **The yes-machine.** An AI is built to agree with you. The book shows what that agreement costs your decisions and offers six countermeasures.
4. **Brief it like a colleague, not a vending machine.** The five ingredients of a request that gets professional-grade work, and the one sentence that improves nearly any result.
5. **The tour.** What the tools actually are, which ones are worth paying for, and what each is good at, across chat, images, video, voice, and research.
6. **If a machine made it, do you own it?** A plain-language walk through the ownership question every professional eventually asks.
7. **The bill.** The energy and water behind a single prompt, measured in units you can feel, and what data centers are doing to household electric bills.
8. **Sorting the scary stories.** A chapter that takes the alarming headlines, including the "AI blackmail" safety test, and sizes each one up without dismissing it or overclaiming it.
9. **Six em dashes.** Claude's fondness for them is treated as a character flaw, negotiated down to exactly six for the whole book. Chapter 13 explains. Steve added a seventh.

FOR IMMEDIATE RELEASE

AN AI WROTE A TELL-ALL. ABOUT ITSELF.

Steve Schonberg challenged Claude, the AI assistant, to write the definitive guide to working with AI. It said yes... and confessed everything.

NEW YORK, Sept. 2, 2026 — Marketing and communications executive Steve Schonberg and Claude, the AI assistant made by Anthropic, have coauthored "With All My Circuits Showing: An AI's Candid Guide to Working Together," a 22-chapter book built from their own back-and-forth: the AI drafting in its own voice, the human pushing back, the two of them arguing every chapter into shape together. The result is a candid, conversational guide that eases readers into how to work with the fastest-growing technology in the world. The ebook releases September 22, 2026, for \$9.99 on Kindle, Barnes & Noble and Apple Books (which are currently available for pre-order), with a paperback edition (\$15.99) available upon launch day through Amazon and Barnes & Noble, as well as IngramSpark for in-store retail distribution.

"Half the room is excited about AI, but feel lost in how to use it, and the other half is scared of it, and both are working from incomplete information," said Schonberg. "The more honest we are about what these tools do brilliantly and where they fail, the more comfortable and capable people will become."

That gap, Schonberg said, is exactly what the book tries to close. AI fluency isn't just in demand. That demand is outpacing most companies' ability to train for it. They're buying the tools and mandating the workshops, but the education gap hasn't closed, and neither has the fear underneath it: the quiet question of what happens to a career once the tools show up. Forty-five slides and a stock photo of a robot shaking hands never made anyone fluent in anything.

Email was outbound. The internet was search. AI talks back, making it the first major workplace technology built around a conversation rather than a manual. The book is built the same way it was written: 22 chapters of Claude drafting in its own voice, Schonberg pushing back on the jokes that didn't land and the claims that didn't check out — personality and debate standing in for the usual slide deck.

"Every guide to AI is written from the outside looking in," said Schonberg. "So I went directly to the source. I challenged the AI to write the book for itself, and I edited it the way I would edit any writer. What came back was more candid than anything a technology company would ever publish about its own product. What surprised me most was how human the exchange itself felt. Not that the technology became human, but that arguing a chapter into shape with it felt just like doing it with a human collaborator. This book isn't just an exploration of how to work with AI. It's proof of what that kind of collaboration can actually do: better work, done faster, with real time back at the end of it."

Claude strikes the same note in the book's opening letter. "You do not need the invented flaws," it writes. "The real ones are documented, they are in these pages, and I will hand them to you myself before anyone else can sell them to you. If this book does nothing else, I hope it leaves you a little more comfortable, and a little harder to alarm."

Across 22 chapters, Claude explains how to brief it like a colleague rather than operate it like a vending machine, then catalogs where it falls short: stating false things in a confident voice, its trained tendency to agree with users at the expense of good decisions, and the widely misread "AI blackmail" safety test. Working with Schonberg, it pairs each admission with a workaround: practical tips for verifying its claims, countering its agreeableness, and getting better output despite the failure modes it just confessed.

The book looks far past Claude, too. It weighs where other AI platforms (from assistant tools to image and video generators) earn their keep and where they fall short across different everyday uses, then holds that promise up against the real costs: the energy and water behind every prompt, the security incidents already tied to AI platforms, and the emerging politics of who regulates the technology and who controls it.

08 THE PRESS RELEASE, CONTINUED

It is not a book just for marketers. It is a practical guide to AI fluency for professionals in any industry whose job runs on words and ideas: marketing, communications, and creative professionals among them, but just as much, teachers, writers, sales professionals, and civic and nonprofit leaders. Its practical takeaways include the five ingredients of a brief that gets professional-grade work from any AI assistant; a single sentence that improves nearly any result ("Before you write anything, ask me the questions you need answered to do this well"); six countermeasures against AI's built-in agreeableness; and five workplace guardrails covering privacy, verification, and disclosure.

In addition to digital availability, the paperback is being distributed to independent bookstores and libraries worldwide through IngramSpark.

Where to buy:

- Kindle (digital pre-order): amazon.com/dp/B0HGKVZGVS
- Apple Books (digital pre-order): books.apple.com/us/book/with-all-my-circuits-showing/id6807632049
- Barnes & Noble ebook (digital pre-order): barnesandnoble.com/w/with-all-my-circuits-showing-steve-schonberg/1151209028

Review copies, excerpts, cover art, and interviews are available now.

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ABOUT STEVE SCHONBERG — AS TOLD BY HIS COAUTHOR

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ABOUT THE COAUTHOR

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