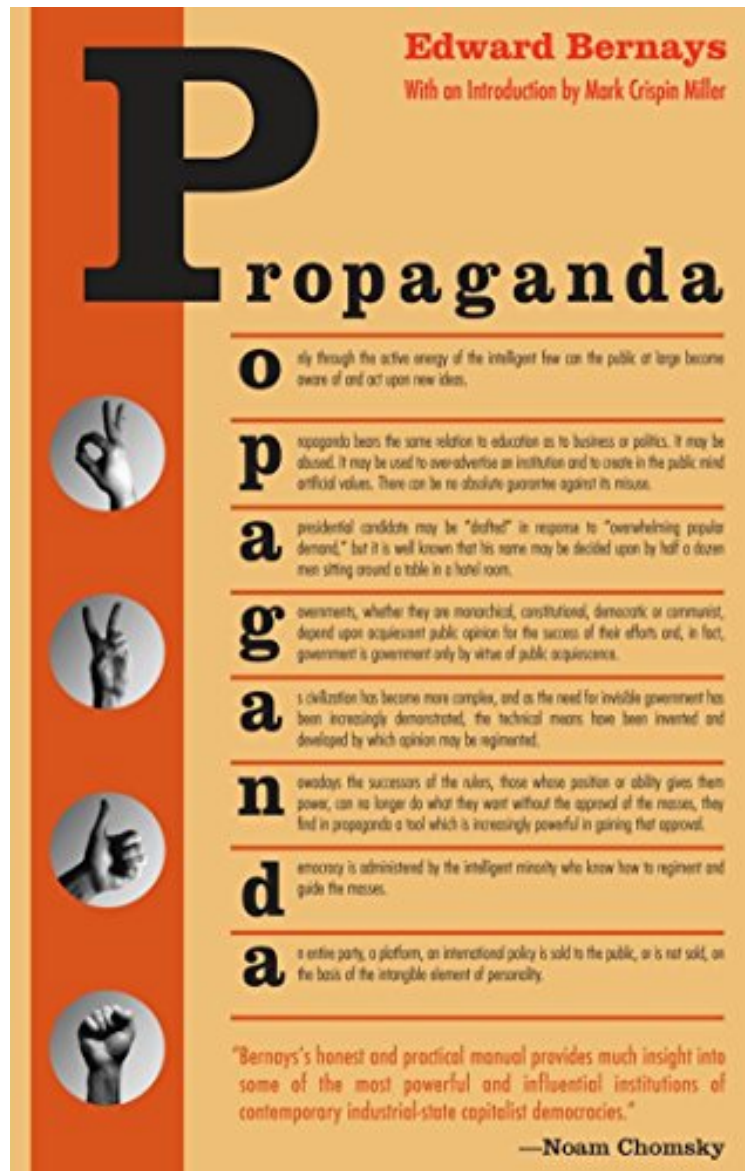


Propaganda

Edward Bernays

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Edward Bernays : Propaganda before purchasing it in order to gage whether or not it would be worth my time, and all praised Propaganda:

0 of 0 people found the following review helpful. Quite interesting By Jeffrey Martyn A frank and down to earth discussion of propaganda thru the ages and how it is used. 2 of 2 people found the following review helpful. bernays, evil man, praised for techniques that were just passed down to him from elders By gemini gembernays and men like

him were obsessed with owning your thoughts and mind, in this book he explains the techniques. Outdated examples but still understood, dry, very dry read. Bernays would orgasm looking at today's society and how easily guided and manipulated they are. 0 of 0 people found the following review helpful. Four Stars By James Barrett Interesting historical perspective. Well worth the read.

Bernays' honest and practical manual provides much insight into some of the most powerful and influential institutions of contemporary industrial state capitalist democracies. Noam Chomsky: The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. Edward Bernays, *Propaganda* A seminal and controversial figure in the history of political thought and public relations, Edward Bernays (1891-1995), pioneered the scientific technique of shaping and manipulating public opinion, which he famously dubbed engineering of consent. During World War I, he was an integral part of the U.S. Committee on Public Information (CPI), a powerful propaganda apparatus that was mobilized to package, advertise and sell the war to the American people as one that would Make the World Safe for Democracy. The CPI would become the blueprint in which marketing strategies for future wars would be based upon. Bernays applied the techniques he had learned in the CPI and, incorporating some of the ideas of Walter Lipmann, became an outspoken proponent of propaganda as a tool for democratic and corporate manipulation of the population. His 1928 bombshell *Propaganda* lays out his eerily prescient vision for using propaganda to regiment the collective mind in a variety of areas, including government, politics, art, science and education. To read this book today is to frightfully comprehend what our contemporary institutions of government and business have become in regards to organized manipulation of the masses. This is the first reprint of *Propaganda* in over 30 years and features an introduction by Mark Crispin Miller, author of *The Bush Dyslexicon: Observations on a National Disorder*.

"Bernays' honest and practical manual provides much insight into some of the most powerful and influential institutions of contemporary industrial state capitalist democracies." --Noam Chomsky, American linguist, philosopher, and social activist "Released in 1928, this was the first book that explored the use of propaganda as a government and business means of manipulating the masses. Bernays, the first public relations guru, was in charge of the US Committee on Public Information, which had the task of designing an ad campaign to make World War I look like a good idea. Somehow it worked. He discusses that and much more here." --Library Journal About the Author Edward Bernays (1891-1995) was an Austrian American pioneer in the field of public relations and propaganda and was referred to in his obituary as "the father of public relations." He combined the ideas of Gustave Le Bon and Wilfred Trotter on crowd psychology with the psychoanalytical ideas of his uncle, Sigmund Freud. He was named one of the hundred most influential Americans of the twentieth century by *Life* magazine.