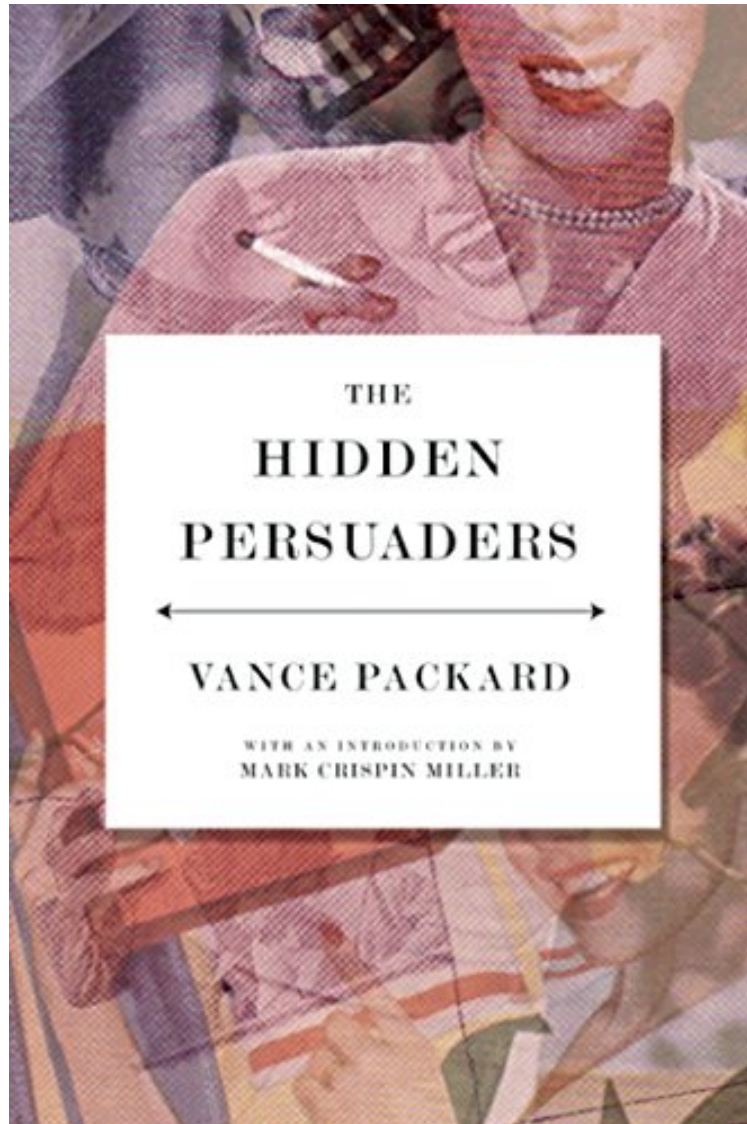


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The Hidden Persuaders

Vance Packard

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Vance Packard : The Hidden Persuaders before purchasing it in order to gage whether or not it would be worth my time, and all praised The Hidden Persuaders:

2 of 2 people found the following review helpful. ExcellentBy Laura FreedRelevant and timeless. A fascinating look from the past that explains the false pretense of motivation research. A great read.0 of 0 people found the following review helpful. Bernays and his minions were demons. If the American ...By PaulBernays and his minions were demons. If the American people only knew the extent of their machinations. Sadly the majority are too involved with

gladiator sports, porn and fighting over a particular political party to have a clue.0 of 0 people found the following review helpful. Five StarsBy J. E. ShermanPost wwII advertisement movement, and how it effect our modern life.

"One of the best books around for demystifying the deliberately mysterious arts of advertising."--Salon"Fascinating, entertaining and thought-stimulating."--The New York Times Book Review"A brisk, authoritative and frightening report on how manufacturers, fundraisers and politicians are attempting to turn the American mind into a kind of catatonic dough that will buy, give or vote at their command--The New YorkerOriginally published in 1957 and now back in print to celebrate its fiftieth anniversary, *The Hidden Persuaders* is Vance Packard's pioneering and prescient work revealing how advertisers use psychological methods to tap into our unconscious desires in order to "persuade" us to buy the products they are selling.A classic examination of how our thoughts and feelings are manipulated by business, media and politicians, *The Hidden Persuaders* was the first book to expose the hidden world of motivation research, the psychological technique that advertisers use to probe our minds in order to control our actions as consumers. Through analysis of products, political campaigns and television programs of the 1950s, Packard shows how the insidious manipulation practices that have come to dominate today's corporate-driven world began. Featuring an introduction by Mark Crispin Miller, *The Hidden Persuaders* has sold over one million copies, and forever changed the way we look at the world of advertising.Vance Packard (1914-1996) was an American journalist, social critic, and best-selling author. Among his other books were *The Status Seekers*, which described American social stratification and behavior, *The Waste Makers*, which criticizes planned obsolescence, and *The Naked Society*, about the threats to privacy posed by new technologies.

About the AuthorVance Packard (1914 -1996) was an American journalist, social critic, and best-selling author. Among his books were the million-selling *Hidden Persuaders*, *The Status Seekers*, which described American social stratification and behavior, *The Waste Makers*, which criticizes planned obsolescence, and *The Naked Society*, about the threats to privacy posed by new technologies. Mark Crispin Miller is the author of the best-selling books *Cruel and Unusual: Bush/Cheney's New World Order*, *The Bush Dyslexicon*, and *Foiled Again: How the Right Stole the 2004 Election Why They'll Steal the Next One Too*. An expert in propaganda and media, he teaches at New York University.