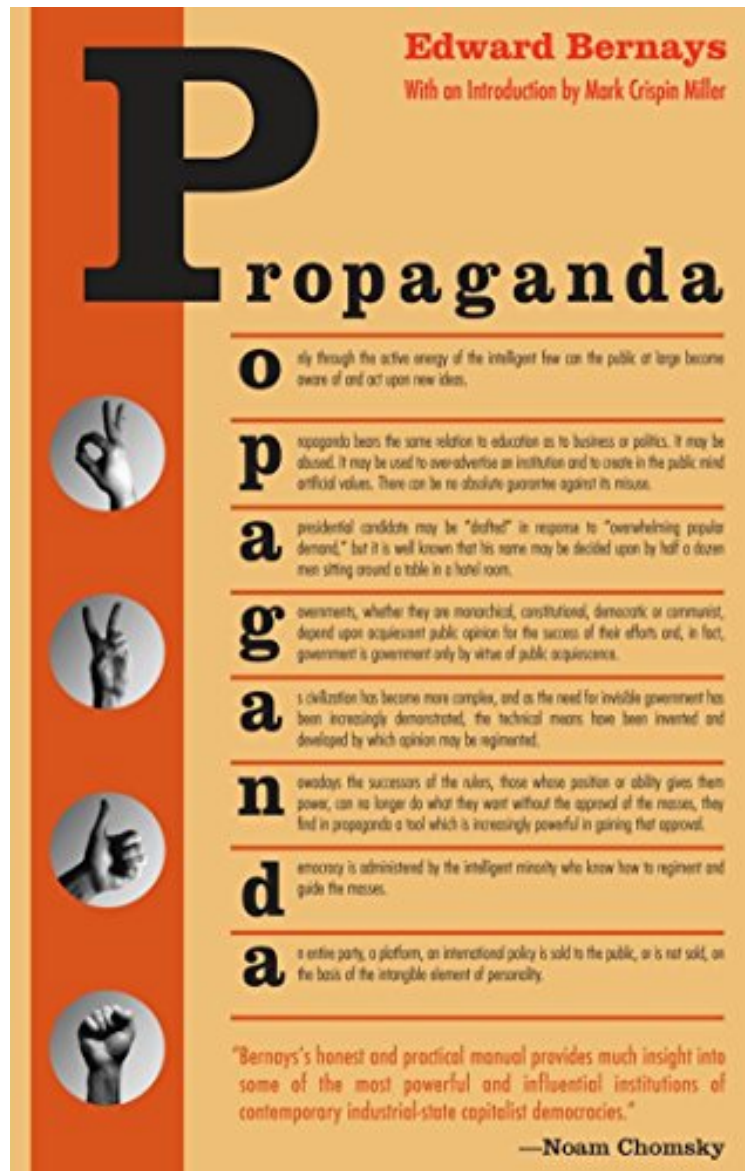


Propaganda

Edward Bernays

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

2 of 2 people found the following review helpful. Required reading for you (unless you are a hermit)By Emre SevincEighty four years after its initial publication, Bernay's 'Propaganda' continues to illuminate some of the most important aspects of the modern societies we live in. His examples are certainly out-of-date, yet, the principles he keeps of referring to are more relevant than ever. It can be considered in the category of 'The Prince' by Machiavelli;

you are going to admire the crystallization of the expression, and you are going to abhor the results at the same time, the results that are brought upon us by the people who understand the principles of 'Propaganda' and apply them to our daily lives ruthlessly. The new introduction by Mark Crispin Miller does not fail to add value and more insight, too. His criticism of Bernays, properly put in historical context, sheds light on some obscure points of the book. Combined with the book, this gives you an astonishing overview of 'manufacturing consent' and the 'illusion of democracy'. 1 of 1 people found the following review helpful. Important Book By Mint Many other reviewers have said how important this book is. I just want to post a review to agree with them. This book is very important and everyone should read and be aware of how public opinion is molded by an "invisible government". Propaganda is everywhere and we are constantly bombarded by it. 2 of 2 people found the following review helpful. A very clear and concise discussion of techniques used in ... By Al Eyer A very clear and concise discussion of techniques used in both government and corporate attempts to influence the behavior of the masses. Very relevant in today's world given our consumer society and the ever present pressure to purchase and spend, not to mention governments attempts to manufacture consent for programs that the majority of the population would not support.

"Bernays's 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*.