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Stuart Ewen is a New York-based author, PR! A Social History of Spin, was the foundation of a four-part BBC series, "Century of the Self," produced by Adam Curtis.

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Edward Louis James Bernays was an Austrian-American pioneer in the field of public relations and propaganda, referred to in his obituary as "the father of public

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This book describes the development of the PR industry during the 20th century and how it has influenced and still is influencing the development of modern society.

The engineering of consent : pr! a social history

The Engineering of Consent : PR! A Social History of Spin. By Stuart Ewen (BasicBooks: 480 pp., \$30)

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Mar 17, 2009 This article was originally published as "Book Review: Stuart Ewen's PR! A Social History of Spin" by Sheldon Rampton in PR Watch, Volume 3, No. 4, 4th

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This is Stuart Ewen's long-awaited history of public relations. Based on unexplored and often confidential sources, the book shows how the the art of PR has moulded

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Stewart Ewen is professor of media studies and chair of the Department of Communications at Hunter College. He is also a professor in the Ph.D. programs in history

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Stuart Ewen PR! - A Social History of Spin Publisher: Basic Books (November 1996) Language: English Pages: 480 ISBN: 978-0465061792 Size: 15.23 MB Format: PDF / ePub

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Additional Physical Format: Online version: Ewen, Stuart. PR! New York : Basic Books, 1996 (OCoLC)655351161: Material Type: Internet resource: Document Type:

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It took to me nearly one month to sit down and write about this book. It has valuable strenghts and some weaknesses. As a whole, "PR!" makes no easy reading.

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