

# PR! - A Social History Of Spin By Stuart Ewen

**By Stuart Ewen**

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This lengthy history of spin and public relations tends to get stuck in some very narrow grooves.

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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.

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

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.

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Robert Heilbroner Stuart Ewen has always been one of our most perceptive social critics. His new book is a brilliant and disturbing commentary on what is going on

Pr! A Social History of Spin (Paperback, 1998) [Stuart Ewen] on Amazon.com. \*FREE\* shipping on qualifying offers. Pr!: A Social History of Spin by Stuart Ewen. Basic

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

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

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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Public relations (PR) has become so pervasive that its very existence almost goes undetected. Some of it remains on such a level of subtlety that many observers would

PR! is Stuart Ewens pathbreaking history of public relations. It begins with the First World War when Ivy Lee, one of the nations first corporate PR men, helped