

PR! - A Social History Of Spin By Stuart Ewen

By Stuart Ewen

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PR! - A Social History of Spin [Stuart Ewen] on Amazon.com. *FREE* shipping on qualifying offers. The early years of the twentieth century were a difficult period

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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

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

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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

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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

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

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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.

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

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PR! A Social History of Spin: Review Public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed.

A tad bit too far down the dry and academic side of the scale, but A fascinating look at the rise and domination of PR and "spin" throughout the 20th Century.

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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

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