

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

**By Stuart Ewen**

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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: 30.42 MB Format: PDF / ePub

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.

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.

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

Get this from a library! PR! : a social history of hype. [Stuart Ewen]

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

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

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.

Ewen, Stuart. PR! A Social History of Spin. New York: Basic Books, 1996. 480 pp. \$30. The title and the content of this book are not a good fit, unless you want to

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

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

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PR!: A Social History of Spin, New York: Stuart Ewen talks with Stay Free magazine about his history of hype, the public relations industry, saving the

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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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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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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.