

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

**By Stuart Ewen**

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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.

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

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! 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

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

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

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

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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

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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 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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