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Propaganda or mass persuasion can be used for both good and evil, either to help or to hinder a society. Although it has been used in various forms and various cultures for many centuries, it was not until the 20th Century, after World Wars I and II, that propaganda and mass persuasion received formal academic and theoretical study.

A harrowing account of brainwashing ' s pervasive role in the twentieth and twenty-first centuries This gripping book traces the evolution of brainwashing from its beginnings in torture and religious conversion into the age of neuroscience and social media. When Pavlov introduced scientific approaches, his research was enthusiastically supported by Lenin and Stalin, setting the stage for major breakthroughs in tools for social, political, and religious control. Tracing these developments through many of the past century ' s major conflagrations, Dimsdale narrates how when World War II erupted, governments secretly raced to develop drugs for interrogation. Brainwashing returned to the spotlight during the Cold War in the hands of the North Koreans and Chinese. In response, a huge Manhattan Project of the Mind was established to study memory obliteration, indoctrination during sleep, and hallucinogens. Cults used the techniques as well. Nobel laureates, university academics, intelligence operatives, criminals, and clerics all populate this shattering and dark story—one that hasn ' t yet ended.

The acclaimed New York Times and Wall Street Journal bestseller from Robert Cialdini— " the foremost expert on effective persuasion " (Harvard Business Review)—explains how it ' s not necessarily the message itself that changes minds, but the key moment before you deliver that message. What separates effective communicators from truly successful persuaders? With the same rigorous scientific research and accessibility that made his Influence an iconic bestseller, Robert Cialdini explains how to prepare people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change " minds " a pre-suader must also change " states of mind. " Named a " Best Business Books of 2016 " by the Financial Times, and " compelling " by The Wall Street Journal, Cialdini ' s Pre-Suasion draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader. Altering a listener ' s attitudes, beliefs, or experiences isn ' t necessary, says Cialdini—all that ' s required is for a communicator to redirect the audience ' s focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini outlines the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say, " Yes. " His book is " an essential tool for anyone serious about science based business strategies...and is destined to be an instant classic. It belongs on the shelf of anyone in business, from the CEO to the newest salesperson " (Forbes).

The mid-twentieth-century marketing world influenced nearly every aspect of American culture--music, literature, politics, economics, consumerism, race relations, gender, and more. In Engineered to Sell, Jan L. Logemann traces the transnational careers of consumer engineers in advertising, market research, and commercial design who transformed capitalism from the 1930s through the 1960s. He

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argues that the history of marketing consumer goods is not a story of American exceptionalism. Instead, the careers of immigrants point to the limits of the "Americanization" paradigm. Logemann explains the rise of a dynamic world of goods and examines how and why consumer engineering was shaped by transatlantic exchanges. From Austrian psychologists and little-known social scientists to the illustrious Bauhaus artists, the emigrés at the center of this story illustrate the vibrant cultural and commercial connections between metropolitan centers: Vienna and New York; Paris and Chicago; Berlin and San Francisco. By focusing on the transnational lives of emigré consumer researchers, marketers, and designers, *Engineered to Sell* details the processes of cultural translation and adaptation that mark both the midcentury transformation of American marketing and the subsequent European shift to "American" consumer capitalism.

Entries provide information on the history, key propagandists, and techniques and concepts of propaganda.

After a period of self-imposed exclusion, Chinese society is in the process of a massive transformation in the name of economic progress and integration into the world economy, yet the Chinese Communist Party (CCP) is seeking to maintain its rule over China indefinitely. Examining Chinese propaganda and thought work in the current period offers readers a unique understanding of how the CCP will address real and perceived threats to stability and its continued hold on power.

The Malayan Communist Party's (MCP) decisive defeat in 1960 led many academics and Counterinsurgency (COIN) experts to overlook the resurrection of its armed struggle in 1968. Most scholars continue to regard the so-called 'Second Emergency' in Malaysia (1968-1989) as a non-event, and most of the recently published work on the MCP tends to focus on the earlier Malayan Emergency (1948-1960). This book looks at the Second Emergency through recently released archival material from the National Archives in London, the National Australian Archives and the Australian War Memorial, as well as interviews with military and diplomatic officers from the UK and Thailand. It presents the first serious strategic and operational study of the Second Emergency, and analyses three areas of historical significance: the CPM's strategy for armed struggle in the Second Emergency; the actual effectiveness of the CPM's subversive propaganda on its target population and most importantly; the counterinsurgency (COIN) response and strategy of the Malaysian state and to a lesser extent the counter-subversion strategy of Singapore in the post-colonial era.

This book is a pragmatic, case-rich guide to how current and future public relations practitioners can apply ethical principles and the industry's codes of ethics to their day-to-day work. Authors Trevor Morris and Simon Goldsworthy draw on their years of industry and academic experience to illustrate key ethical issues and ground them in reality, all within an international frame of reference. *Public Relations Ethics* incorporates interviews with industry practitioners, offering contrasting perspectives as well as recent examples of real-life complaints and disciplinary issues. Provocative questions and exercises help readers grapple with ethical dilemmas and review the key scenarios and challenges that PR people face. The book is ideal at the undergraduate, postgraduate and continuing education levels as a core text for public relations ethics courses and a supplementary text for general public relations survey courses. Accompanying the text are online resources for both students and instructors, including lecture slides and links to further resources.

Learn how small changes can make a big difference in your powers of persuasion with this New York Times bestselling introduction to fifty scientifically proven techniques for increasing your persuasive powers in business and life. Every day we face the challenge of persuading others to do what we want. But what makes people say yes to our requests? Persuasion is not only an art, it is also a science, and researchers who study it have uncovered a series of hidden rules for moving people in your direction. Based on more than sixty years of research into the psychology of persuasion, *Yes!* reveals fifty simple but remarkably effective strategies that will make you much more persuasive at work and in your personal life, too. Cowritten by the world's most quoted expert on influence, Professor Robert Cialdini, *Yes!* presents dozens of surprising discoveries from the science of persuasion in short, enjoyable, and insightful chapters that you can apply immediately to become a more effective persuader. Often counterintuitive, the findings presented in *Yes!* will steer you away from common pitfalls while empowering you with little known but proven wisdom. Whether you are in advertising, marketing, management, on sales, or just curious about how to be more influential in everyday life, *Yes!* shows how making small, scientifically proven changes to your approach can have a dramatic effect on your persuasive powers.

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