

The Father of Spin: Edward L. Bernays & the Birth of Public Relations

By Larry Tye

Henry Holt & Company Inc. Paperback. Book Condition: new. BRAND NEW, The Father of Spin: Edward L. Bernays & the Birth of Public Relations, Larry Tye, "The Father of Spin" is the first full-length biography of the legendary Edward L. Bernays, who, beginning in the 1920s, was one of the first and most successful practioners of the art of public relations. In this engrossing biography, Larry Tye uses Bernays's life as a prism to understand the evolution of the craft of public relations and how it came to play such a critical-and sometimes insidious-role in American life. Drawing on interviews with primary sources and voluminous private papers, Tye presents a fascinating and revealing portrait of the man who, more than any other, defined and personified public relations, a profession that today helps shape our political discourse and define our commercial choices.





Reviews

Absolutely among the finest pdf I have got possibly read. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Prof. Lois Cormier II

The publication is great and fantastic. Sure, it is enjoy, nevertheless an interesting and amazing literature. You will not truly feel monotony at at any moment of your own time (that's what catalogues are for concerning when you request me).

-- Fabian Bashirian DDS

Other Books



Abraham Lincoln for Kids: His Life and Times with 21 Activities

Chicago Review Press. Hardback. Book Condition: new. BRAND NEW, Abraham Lincoln for Kids: His Life and Times with 21 Activities, Janis Herbert, 2008 National Parenting Publications Awards (NAPPA) Honors Award winner. Providing a fresh perspective on one of the most beloved presidents...



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...



Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for girls. Sisters in Time Series. Age 8-12



Shlomo Aronson: Making Peace with the Land, Designing Israel's Landscape

Spacemaker Press. Hardcover. Book Condition: New. 1888931167 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



Let's Find Out!: Building Content Knowledge With Young Children

Stenhouse Publishers. Paperback. Book Condition: new. BRAND NEW, Let's Find Out!: Building Content Knowledge With Young Children, Sue Kempton, Ellin Oliver Keene, In her new book, Let's Find Out!, kindergarten teacher Susan Kempton talks about the importance of helping children build the...



Joey Green's Rainy Day Magic: 1258 Fun, Simple Projects to Do with Kids Using Brand-name Products

Fair Winds Press, 2006. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal Mail;