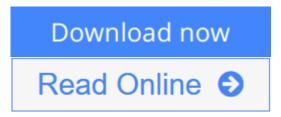


The Hidden Persuaders

By Vance Packard



The Hidden Persuaders By Vance Packard

"One of the best books around for demystifying the deliberately mysterious arts of advertising."--Salon

"Fascinating, entertaining and thought-stimulating."--The New York Times Book Review

"A brisk, authoritative and frightening report on how manufacturers, fundraisers and politicians are attempting to turn the American mind into a kind of catatonic dough that will buy, give or vote at their command--The New Yorker

Originally published in 1957 and now back in print to celebrate its fiftieth anniversary, The Hidden Persuaders is Vance Packard's pioneering and prescient work revealing how advertisers use psychological methods to tap into our unconscious desires in order to "persuade" us to buy the products they are selling.

A classic examination of how our thoughts and feelings are manipulated by business, media and politicians, The Hidden Persuaders was the first book to expose the hidden world of "motivation research," the psychological technique that advertisers use to probe our minds in order to control our actions as consumers. Through analysis of products, political campaigns and television programs of the 1950s, Packard shows how the insidious manipulation practices that have come to dominate today's corporate-driven world began. Featuring an introduction by Mark Crispin Miller, The Hidden Persuaders has sold over one million copies, and forever changed the way we look at the world of advertising.

Vance Packard (1914-1996) was an American journalist, social critic, and bestselling author. Among his other books were The Status Seekers, which described American social stratification and behavior, The Waste Makers, which criticizes planned obsolescence, and *The Naked Society*, about the threats to privacy posed by new technologies.

The Hidden Persuaders

By Vance Packard

The Hidden Persuaders By Vance Packard

"One of the best books around for demystifying the deliberately mysterious arts of advertising."--Salon

"Fascinating, entertaining and thought-stimulating."--The New York Times Book Review

"A brisk, authoritative and frightening report on how manufacturers, fundraisers and politicians are attempting to turn the American mind into a kind of catatonic dough that will buy, give or vote at their command--*The New Yorker*

Originally published in 1957 and now back in print to celebrate its fiftieth anniversary, *The Hidden Persuaders* is Vance Packard's pioneering and prescient work revealing how advertisers use psychological methods to tap into our unconscious desires in order to "persuade" us to buy the products they are selling.

A classic examination of how our thoughts and feelings are manipulated by business, media and politicians, *The Hidden Persuaders* was the first book to expose the hidden world of "motivation research," the psychological technique that advertisers use to probe our minds in order to control our actions as consumers. Through analysis of products, political campaigns and television programs of the 1950s, Packard shows how the insidious manipulation practices that have come to dominate today's corporate-driven world began. Featuring an introduction by Mark Crispin Miller, *The Hidden Persuaders* has sold over one million copies, and forever changed the way we look at the world of advertising.

Vance Packard (1914-1996) was an American journalist, social critic, and best-selling author. Among his other books were *The Status Seekers*, which described American social stratification and behavior, *The Waste Makers*, which criticizes planned obsolescence, and *The Naked Society*, about the threats to privacy posed by new technologies.

The Hidden Persuaders By Vance Packard Bibliography

Sales Rank: #249506 in eBooks
Published on: 2007-07-01
Released on: 2007-07-01
Format: Kindle eBook

Download The Hidden Persuaders ...pdf

Read Online The Hidden Persuaders ...pdf

Download and Read Free Online The Hidden Persuaders By Vance Packard

Editorial Review

About the Author

Vance Packard (1914-1996) was an American journalist, social critic, and best-selling author. Among his books were the million-selling Hidden Persuaders, The Status Seekers, which described American social stratification and behavior, The Waste Makers, which criticizes planned obsolescence, and The Naked Society, about the threats to privacy posed by new technologies. Mark Crispin Miller is the author of the best-selling books Cruel and Unusual: Bush/Cheney's New World Order, The Bush Dyslexicon, and Fooled Again: How the Right Stole the 2004 Election & Why They'll Steal the Next One Too. An expert in propaganda and media, he teaches at New York University.

Users Review

From reader reviews:

Margaret Morales:

The book The Hidden Persuaders can give more knowledge and also the precise product information about everything you want. Why must we leave the good thing like a book The Hidden Persuaders? A few of you have a different opinion about reserve. But one aim in which book can give many info for us. It is absolutely appropriate. Right now, try to closer together with your book. Knowledge or data that you take for that, it is possible to give for each other; you are able to share all of these. Book The Hidden Persuaders has simple shape but you know: it has great and large function for you. You can search the enormous world by open up and read a book. So it is very wonderful.

Donna Bohannon:

Are you kind of occupied person, only have 10 or maybe 15 minute in your moment to upgrading your mind skill or thinking skill perhaps analytical thinking? Then you have problem with the book than can satisfy your small amount of time to read it because all of this time you only find publication that need more time to be go through. The Hidden Persuaders can be your answer given it can be read by an individual who have those short time problems.

Dora Dickey:

As a college student exactly feel bored in order to reading. If their teacher expected them to go to the library or make summary for some guide, they are complained. Just small students that has reading's internal or real their leisure activity. They just do what the educator want, like asked to the library. They go to there but nothing reading significantly. Any students feel that reading is not important, boring along with can't see colorful pictures on there. Yeah, it is to be complicated. Book is very important for you personally. As we know that on this time, many ways to get whatever we wish. Likewise word says, many ways to reach Chinese's country. So, this The Hidden Persuaders can make you really feel more interested to read.

Scott Bourquin:

Reserve is one of source of understanding. We can add our understanding from it. Not only for students but additionally native or citizen require book to know the up-date information of year in order to year. As we know those textbooks have many advantages. Beside we add our knowledge, can bring us to around the world. Through the book The Hidden Persuaders we can take more advantage. Don't you to be creative people? For being creative person must choose to read a book. Merely choose the best book that ideal with your aim. Don't end up being doubt to change your life by this book The Hidden Persuaders. You can more pleasing than now.

Download and Read Online The Hidden Persuaders By Vance Packard #PV0KL9A1CU6

Read The Hidden Persuaders By Vance Packard for online ebook

The Hidden Persuaders By Vance Packard Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Hidden Persuaders By Vance Packard books to read online.

Online The Hidden Persuaders By Vance Packard ebook PDF download

The Hidden Persuaders By Vance Packard Doc

The Hidden Persuaders By Vance Packard Mobipocket

The Hidden Persuaders By Vance Packard EPub

PV0KL9A1CU6: The Hidden Persuaders By Vance Packard