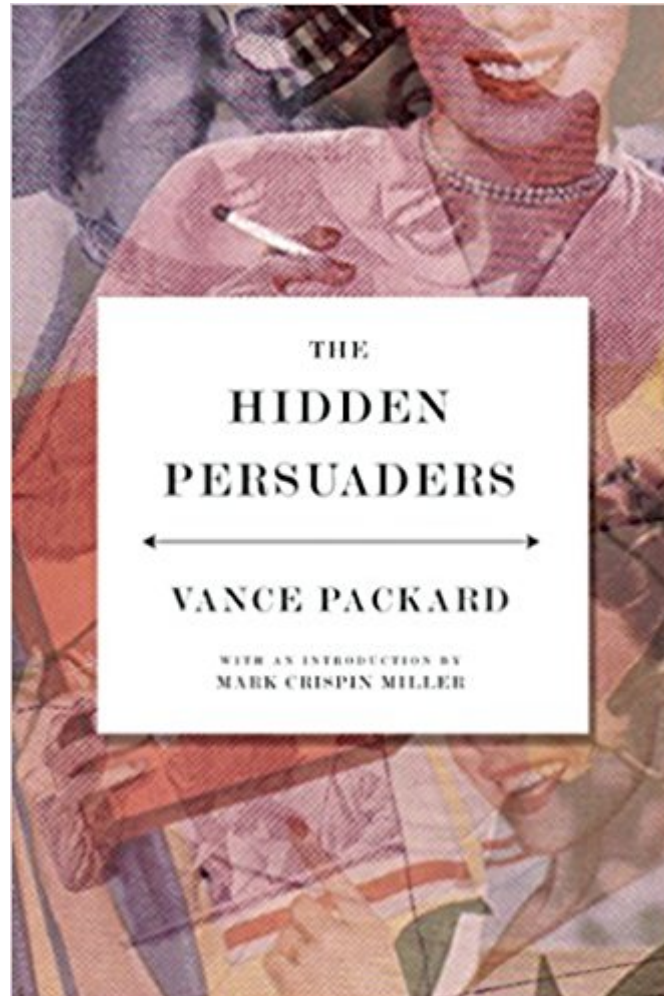




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The Hidden Persuaders



Synopsis

"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.

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Customer Reviews

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.

A great book about the artful tools and manipulations used by Madison Avenue to sell products. The techniques can also be used in other areas too, such as politics. It is a good text for anyone who wants to know just how intrusive spin is in our society and how to avoid it. It is also good for anyone who wants to be a master of it.

Relevant and timeless. A fascinating look from the past that explains the false pretense of motivation research. A great read.

Sill a masterpiece! Probably why it's still used in many advertising and marketing classes.

A must read at the age of creative marketing.

It's completely correct in how we're being propagandized at, but I wish an updated edition would be written, including techniques being used today.

The 1950's lexicon coherently explains the ideas in the book.

IMHO should be a school textbook ! Now I need to motivate grand children to read it.

Pocket book arrived with signs of wear and age BUT it was exactly as described! Although dated as far as product eamples were concerned the premise remains valid today.

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