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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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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.

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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.

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

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