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Mar 17, 2009 This article was originally published as "Book Review: Stuart Ewen's PR! A Social History of Spin" by Sheldon Rampton in PR Watch, Volume 3, No. 4, 4th

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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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This is Stuart Ewen's long-awaited history of public relations. Based on unexplored and often confidential sources, the book shows how the the art of PR has moulded

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fail; without it nothing can succeed.

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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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Edward Louis James Bernays was an Austrian-American pioneer in the field of public relations and
propaganda, referred to in his obituary as "the father of public

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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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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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This book describes the development of the PR industry during the 20th century and how it has influenced and still is influencing the development of modern society.

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PR! is Stuart Ewen's pathbreaking history of public relations. It begins with the First World War when Ivy Lee, one of the nation's first corporate PR men, helped

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