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persuaders—who often refer to themselves good-

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naturedly as "symbol manipulators"—see us in the quiet of their interoffice memos, trade journals, and shop talk is frequently far less flattering, if more interesting. Typically they see us as bundles of daydreams, misty hidden yearnings, guilt complexes, irrational emotional blockages.

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Vance Packard's book *The Hidden Persuaders*, about media manipulation in the 1950s, sold more than a million copies. In *The Hidden Persuaders*, first published in 1957, Packard explored advertisers' use of consumer motivational research and other psychological techniques, including depth psychology and subliminal tactics, to manipulate ...

~~Vance Packard - Wikipedia~~

The Persuaders. FRONTLINE takes an in-depth look at the multibillion-dollar "persuasion industries" of advertising and public relations and how marketers have developed new ways of integrating ...

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The Persuaders: How we let the PR industry control our minds Reason and argument are dead, replaced by conspiracy theories and optional realities - and the

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