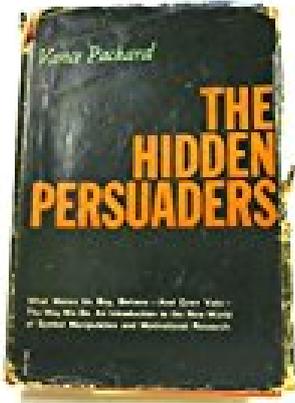


# [PDF] The Hidden Persuaders

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## Books Details:

Title: The Hidden Persuaders  
Author: Vance Oakley Packard  
Released: 1957-06-01  
Language:  
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## Description:

**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. --This text refers to the edition.

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texts. The hidden persuaders. by. Packard, Vance. Publication date. 1970. Publisher. New York Pocket Books. There are no reviews yet. Be the first one to write a review. 354 Previews. 15 Favorites. Purchase options. Better World Books. DOWNLOAD OPTIONS. download 1 file. The hidden persuaders / Vance Packard ; [new] introduction by Mark. Crispin Miller. p. cm Persuasion Tactics: Covert Psychology Strategies to Influence, Persuade, & Get Your Way (Without Manipulation). 117 Pages 2016 739 KB 26,247 Downloads New! , The Hidden Persuaders, left off more than half-a-century ago, Lindstrom reveals: New finding Pre-Suasion: A Revolutionary Way to Influence and Persuade. 382 Pages 2016 3.91 MB 13,601 Downloads New! The Hidden Persuaders. 208 likes. What if the Mafia were in charge of an advertising agency? Watch The Hidden Persuaders promo here Yet The Hidden Persuaders was highly criticized and became a scapegoat for purportedly promoting subliminal techniques. Nonetheless, the book helped shape public opinion, advertising regulation, and advertising research and practice. This paper provides a historical approach to Packard's contribution and ideas in the context of recent theoretical insights into psychological processing and new persuasion practices. The efforts of the persuaders to probe our everyday habits for hidden meanings are often interesting purely for the flashes of revelation they offer us of ourselves. We are frequently revealed, in their findings, as comical actors in a genial if twitchy Thurberian world. The findings of the depth probers provide startling explanations for many of our daily habits and perversities.