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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 PR industry is to blame, argues James...

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'A work of engaging pop philosophy and accessible social science [and] a boisterous dissection of the forces jellifying our minds' Sunday Times Includes brand new material covering the US election and Brexit Every day, many people will try to change your mind, but they won't reason with you. Instead, you'll be nudged, anchored, incentivised and manipulated in barely noticeable ways. It's a profound shift in the way we interact with one another. Philosopher James Garvey explores the hidden story of persuasion and the men and women in the business of changing our minds. From the covert PR used to start the first Gulf War to the neuromarketing of products to appeal to our unconscious minds, he reveals the dark arts practised by professional persuaders. How did we end up with a world where beliefs are mass-produced by lobbyists and PR firms? Could Google or Facebook swing elections? Are new kinds of persuasion making us less likely to live happy, decent lives in an open, peaceful world? Is it too late, or can we learn to listen to reason again? The Persuaders is a call to think again about how we think now.

A discussion of how modern advertising attempts to control our thoughts and desires in order to make us buy the products it produces. Exploring the use of consumer motivational research and other psychological techniques, including subliminal tactics, this book shows how advertisers secretly manipulate mass desire for consumer goods and products. In addition, Packard also discusses advertising in politics,

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predicting the way image and personality rapidly came to overshadow real issues in the televised age.

The first book to expose how advertising and media attempts to control our thoughts and desires.

The Story of Philosophy sees philosophy for what it is: a passionate, exhilarating quest for human understanding that cannot be reduced to dry categories or simple definitions. Accessible writing, brilliant scholarship and over 150 colour illustrations combine to form a richly informative and highly entertaining work of narrative history. Packed with intriguing anecdotes and fascinating detail, James Garvey and Jeremy Stangroom bring us face to face with the most important philosophers in western history. The story begins with the Ancient Greeks, Socrates, Plato and Aristotle, great thinkers who set the philosophical agenda to this day. It continues with Greek and Roman philosophers--slaves and emperors who found consolation in deep thoughts about life and death--and moves on to the religious thinkers of the Middle Ages. The origins of modern science, politics, and morality are examined, alongside theories of knowledge, logic, mind and matter. Along the way, you'll discover Descartes' evil demon, Locke on the limits of knowledge, Rousseau and Hobbes on human nature, Hume's scepticism, Kant on duty, Nietzsche's Superman,

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Marx on class struggle, Russell's logic, Wittgenstein on meaning, Sartre on bad faith, Foucault's take on power, and much more. Rigorous, refreshingly free of academic jargon, and highly accessible, this is the ideal introduction for anyone who wants to gain a new perspective on philosophy's deepest mysteries and most intriguing discoveries.

Hidden Persuaders of Cocoa and Chocolate: A Flavor Lexicon for Cocoa and Chocolate Sensory Professionals provides an overview of the tastes, aromas and notes describing cocoa and chocolate. In addition to exploring tastes, aromas and notes, the book broadens the language for describing chocolate by relating tasting experiences to the process of pairing flavors. This resource, designed for both academics and those working in research and development, equips the reader to describe these attributes in a sensory language for the purposes of new product development or quality improvement.

Spanning a century, Pushing Cool reveals how the twin deceptions of health and Black affinity for menthol were crafted—and how the industry 's disturbingly powerful narrative has endured to this day. Police put Eric Garner in a fatal chokehold for selling cigarettes on a New York City street corner. George Floyd was killed by police outside a store in Minneapolis known as “ the best place to buy menthols. ” Black smokers overwhelmingly prefer menthol brands such as Kool, Salem, and Newport. All of this is no coincidence. The disproportionate Black deaths and cries of

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“ I can ’ t breathe ” that ring out in our era—because of police violence, COVID-19, or menthol smoking—are intimately connected to a post-1960s history of race and exploitation. In *Pushing Cool*, Keith Wailoo tells the intricate and poignant story of menthol cigarettes for the first time. He pulls back the curtain to reveal the hidden persuaders who shaped menthol buying habits and racial markets across America: the world of tobacco marketers, consultants, psychologists, and social scientists, as well as Black lawmakers and civic groups including the NAACP. Today most Black smokers buy menthols, and calls to prohibit their circulation hinge on a history of the industry ’ s targeted racial marketing. In 2009, when Congress banned flavored cigarettes as criminal enticements to encourage youth smoking, menthol cigarettes were also slated to be banned. Through a detailed study of internal tobacco industry documents, Wailoo exposes why they weren ’ t and how they remain so popular with Black smokers.

An intimate and profound reckoning with the changes buffeting the \$2 trillion global advertising and marketing business from the perspective of its most powerful players, by the bestselling author of *Googled* Advertising and marketing touches on every corner of our lives, and the industry is the invisible fuel powering almost all media. Complain about it though we might, without it the world would be a darker place. But of all the industries wracked by change in the digital age, few have been turned on their heads as dramatically as this one. *Mad Men* are turning into *Math Men* (and women--though too few), an instinctual art is transforming into a science, and

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we are a long way from the days of Don Draper. Frenemies is Ken Auletta's reckoning with an industry under existential assault. He enters the rooms of the ad world's most important players, meeting the old guard as well as new powers and power brokers, investigating their perspectives. It's essential reading, not simply because of what it reveals about this world, but because of the potential consequences: the survival of media as we know it depends on the money generated by advertising and marketing--revenue that is in peril in the face of technological changes and the fraying trust between the industry's key players.

Reveals the tactics used by businesses to create consumer needs and desires for products that waste resources and finances in addition to undermining human values and independence.

An energetic assessment of how a team of academics, statisticians and strategists are reshaping today's political campaigns explores war room strategies based in behavioral psychology and randomized experiments, offering insight into the campaigns currently being run such political figures as Barack Obama, Rick Perry and Mitt Romney.

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