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## Crystallizing Public Opinion - Wikipedia

A seminal work on how public opinion is created and shaped, Edward Bernays's 1923 classic Crystallizing Public Opinion set down the principles that corporations and government have used to influence public attitudes over the past century. A primer on the then new profession of "public relations counsel," Crystallizing elucidates the "instruments and techniques" that PR professionals use to ...

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Opinion

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A revolutionary work on public relations and marketing by the provocative thinker who was dubbed the father of public relations. Few books have been as quietly powerful as Edward L. Bernays' s Crystallizing Public Opinion. First published in 1923, it is a groundbreaking and, as history has shown, influential guide to the most crucial principles of mass persuasion.

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In 1923 he published a book, Crystallizing Public Opinion, outlining his profession, and taught a course at

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New York University. Both of these are considered firsts in the modern field of public relations. Bernays, who pursued his calling in New York City from 1919 to 1963, styled himself a "public relations counsel".

Edward Bernays - Wikipedia

Mr. Bernays touches upon public opinion in association with the newspaper industry of 1923; the radio was still relatively new at this point in time and he touches upon the PRC and the medium that has yet to have been tapped into for this consumer need. Unlike the websites that profess he assisted the acceptability of women smoking in the late 1920 ' s; he actually had women doing this during ...

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