

## The Persuaders The Hidden Industry That Wants To Change Your Mind

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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.

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persuaders-who often refer to themselves good-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.

~~THE HIDDEN PERSUADERS - ditext.com~~

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~~Transcript | The Persuaders | FRONTLINE | PBS~~

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~~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: The hidden industry that wants to change your mind. by James Garvey. 3.92 avg. rating · 170 Ratings. 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 ...

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