

Hidden Persuaders, The

The Hidden PersuadersIlg Pub

In the rampant consumer society of the 90s, THE MANIPULATORS is a timely reminder of the sneaky campaigns, the psychological insights and the scientific research that lie behind our buying decisions. From the heady days of the 50s, when subliminal messages were invented, to the databases of the 90s, Jeffrey Robinson shows how the multi-billion dollar advertising and marketing industry preys on our insecurities, targets the most susceptible members of society - our children - and bombards us with hundreds of ads a day. Witty, incisive and ultimately disturbing, THE MANIPULATORS is a salutary look at the way advertising has shaped our present and how, with the vast opportunities offered by the internet, it will control our future.

Fourteen members of Congress,abducted right from the Senate floor. For centuries the Jani have hidden among us, gathering artifacts of great historical significance, accumulating power, infiltrating the highest offices of governments around the world. The Jani have influenced history for nearly two millennia. Within the Order, a new faction arises: The Novensiles. Using the power and reach of the Jani, this new group wants to create a true new world order. And now they are accelerating their plans. When fourteen members of the Senate are abducted on live television signs point to the Jani. Doctor Dan Kotler and Agent Roland Denzel are called in to help find the Congresspeople and to uncover the plans of this hidden Order before they can use their influence to take dominion over the world. Influence is the currency of the Novensiles and the Jani. Kotler and Denzel may pay a higher price.

THE HIDDEN PERSUADERS IS THE NINTH FULL-LENGTH NOVEL IN KEVIN TUMLINSON'S DAN KOLTER ARCHAEOLOGICAL THRILLERS

The Bush Dyslexicon

Your Ad Here

The Manipulators

A Dan Kotler Archaeological Thriller

Vance Packard and American Social Criticism

The Maternalists

'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.

Vance Packard's bestselling books--Hidden Persuaders (1957), Status Seekers (1959), and Waste Makers (1960)--taught the generation that came of age in the late 1950s and early 1960s about the dangers posed by advertising, social climbing, and planned obsolescence. Like Betty Friedan and William H. Whyte, Jr., Packard (1914-) was a journalist who played an important role in the nation's transition from the largely complacent 1950s to the tumultuous 1960s. He was also one of the first social critics to benefit from and foster the newly energized social and political consciousness of this period. Based in part on interviews with Packard, Daniel Horowitz's intellectual biography focuses on the period during which Packard left magazine writing to author his most famous works of social criticism. Horowitz traces the influence of Packard's education and early years in rural Pennsylvania, providing a deeper understanding of his thought and his later books. Packard's life, Horowitz contends, illuminates the dilemmas of a freelance social critic without inherited wealth or academic affiliation. His career also expands our understanding of how one era shaped the next, underscoring how the adversarial 1960s drew on the mass culture of the previous decade. Originally published in 1994. A UNC Press Enduring Edition -- UNC Press Enduring Editions use the latest in digital technology to make available again books from our distinguished backlist that were previously out of print. These editions are published unaltered from the original, and are presented in affordable paperback formats, bringing readers both historical and cultural value.

2015 Susanne K. Langer Award for Outstanding Scholarship, Media Ecology Association2013 Book of the Year, Visual Communication Division, National Communication Association Amidst the profound upheavals in technology, economics, and culture that mark the contemporary moment, marketing strategies have multiplied, as brand messages creep ever deeper into our private lives. In Your Ad Here, an engaging and timely new book, Michael Serazio investigates the rise of "guerrilla marketing" as a way of understanding increasingly covert and interactive flows of commercial persuasion. Digging through a decade of trade press coverage and interviewing dozens of agency CEOs, brand managers, and creative directors, Serazio illuminates a diverse and fascinating set of campaign examples: from the America's Army video game to Pabst Blue Ribbon's "hipster hijack," from buzz agent bloggers and tweeters to The Dark Knight's "Why So Serious?" social labyrinth. Blending rigorous analysis with eye-opening reporting and lively prose, Your Ad Here reveals the changing ways that commercial culture is produced today. Serazio goes behind-the-scenes with symbolic creators to appreciate the professional logic informing their work, while giving readers a glimpse into this new breed of "hidden persuaders" optimized for 21st-century media content, social patterns, and digital platforms. Ultimately, this new form of marketing adds up to a subtle, sophisticated orchestration of consumer conduct and heralds a world of advertising that pretends to have nothing to sell.

The Cool Sell of Guerrilla Marketing

Dan Kotler, #9

The People Shapers

The Persuaders

Frenemies

Pushing Cool

This book presents a comprehensive overview of the contemporary experiences of democracy in India. It explores the modes by which democracy as an idea, and as a practice, is interpreted, enforced, and lived in India's current political climate. The book employs 'case studies' as a methodological vantage point to evolve an innovative conceptual framework for the study of democracy in India. The chapters unpack a diverse range of themes such as democracy and Dalits; agriculture, new sociality and communal violence in rural areas; changing nature of political communication in India; role of anti-nuclear movements in democracies; issues of subaltern citizen's voice, impaired governance and the development paradigm; free speech and segregation in the public sphere; and, the surveillance state and Indian democracy. These thematic explorations are arranged in an engaging sequence to offer a multifaceted narrative of Indian democracy especially in relation to the recent debates on citizenship and constitutionalism. A key critical intervention on contemporary politics in South Asia, this book will be essential reading for scholars and researchers of political studies, political science, political sociology, comparative government and politics, sociology, social anthropology, public administration, public policy, and South Asia studies. It will also be of immense interest to policymakers, journalists, think tanks, bureaucrats, and organizations working in the area.

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 “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 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.

Psychoanalysis, Motherhood, and the British Welfare State

The Naked Society

Cruel and Unusual

The Power of Persuasion

Hidden persuaders -- how they work

The Epic Disruption of the Ad Business (and Everything Else)

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.

How does advertising work? Does it have to attract conscious attention in order to transmit a 'Unique Selling Proposition'? Or does it insinuate emotional associations into the subconscious mind? Or is it just about being famous... or maybe something else again?

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

A Dan Kotler Archeological Thriller

The Devil's Party

How to Persuade People Who Don't Want to be Persuaded

How We're Bought and Sold

The Status Seekers

A Jack Reacher Novel

A food psychologist identifies hidden factors, motivations, and cues that cause overeating and offers practical solutions to help avoid these hidden traps and enjoy food without putting on excess pounds. The Advertising Handbook is a critical introduction to the practices and perspectives of the advertising industry. Sean Brierley explores the structures of the profession and examines the roles of all those involved in advertising including businesses, agencies, consultancies and media owners. The Advertising Handbook traces the development of advertising and examines the changes that have take taken place from its formative years through to today's period of rapid change: the impact of new media, the rise of the ad agency, industry mergers, the Internet and digital technologies, and the influence of the regulatory environment. The Advertising Handbook offers a theoretical understanding of the industry and it challenges many assumptions about advertising's power and authority. Thoroughly revised and updated, it examines why companies and organisations advertise, how they research markets, where and when they advertise, the principles and techniques of persuasion and how companies measure performance. The Advertising Handbook includes: Illustrations from a range of high-profile campaigns including Budweiser, Barnardo's, Benetton and Club 18-30 New and detailed 'workshop' exercises accompanying each chapter Case studies and profiles of ad agencies and key media players A revised and up-to-date glossary of key terms A guide to useful web and online resources
The first book devoted to Australian political advertising in which the author charts how it has changed over time assessing what impact it has had on the nature of our democracy.

The Case Against Modern Marketing

The hidden industry that wants to change your mind

Companion to Indian Democracy

The hidden persuaders

The Anatomy of Humbug

The Sexual Wilderness

Looks at the power of effective persuasion, describing the mindset and tactics of persuasion professionals and detailing ways to protect oneself from becoming a victim of manipulation.

By the time we die, we will have spent an estimated one and a half years just watching TV commercials. Advertising is an established and ever-present force and yet, as we move into the new century, just how it works continues to be something of a mystery. In this 3rd international edition of Advertising and the Mind of the Consumer, renowned market researcher and psychologist Max Sutherland reveals the secrets of successful campaigns over a wide range of media, including the web and new media. Using many well-known international ads as examples, this book takes us into the mind of the consumer to explain how advertising messages work - or misfire - and why. Advertising and the Mind of the Consumer is not just a 'how to' book of tricks for advertisers, it is a book for everyone who wants to know how advertising works and why it influences us-for people in business with products and services to sell, for advertising agents, marketers, as well as for students of advertising and consumer behaviour. 'Essential reading for all practitioners and everyone interested in how advertising works.' - John Zeigler, DDB Worldwide. 'Finally, a book that evades the 'magic' of advertising and pins down the psychological factors that make an ad succesful or not. It will change the way you advertise and see ads.' - Ignacio Oreamuno, President, ihaveanidea.org'. reveals the secrets of effective advertising gleamed from years of sophisticated advertising research. It should be on every manager's bookshelf.' - Lawrence Ang, Senior Lecturer in Management, Macquarie Graduate School of Management 'Breakthrough thinking. I have been consulting in the advertising business and have taught graduate level advertising courses for over 20 years. I have never found a book that brought so much insight to the advertising issues associated with effective selling.' - Professor Larry Chiagouris, Pace University 'Puts the psyche of advertising on the analyst's couch to reveal the sometimes surprising mind of commercial persuasion.' - Jim Spaeth, Former President, Advertising Research Foundation

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. Provides an overview of the tastes, aromas and notes describing cocoa and chocolate Features scientific explanations of the volatile and non-volatile aspects of each flavor Contains science-based categorization of taste, various aromas, trigeminal sensations and atypical flavors

Bush/Cheney's New World Order

Adcreep

Resilience, Fragility, Ambivalence

Satanism in Modernity

Get What You Want -- Every Time!

(5. Impr.).

"This book discusses the role of motherhood in psychoanalysis, and how this contributed to the British welfare state in the first half of the twentieth century"---

"A particularly astute analysis of the television coverage of the campaign, the election, and the political aftermath."---Newsday

WINNER 2016 SHELF UNBOUND AWARD The adventure begins in the first Dan Kotler archaeological thriller! An ancient medallion is unearthed in Pueblo, Colorado, revealing a secret that will rewrite the history of North America—the Vikings somehow made it to the continent's interior, centuries before Columbus made landfall, and there they built a city of gold. But today the COELHO MEDALLION has been stolen, and a linguist and researcher has been abducted in connection with the crime. Could the abductors be after the fabled city of gold? Or do they have a more sinister plot in mind? DAN KOTLER is an independent researcher who often finds himself in more trouble than he was expecting. But when his colleague is abducted he finds himself being investigated by the FBI, he must use all of his brilliance and expertise to find her and absolve himself. ANWAR ADHAM has plans for a terrorist action on U.S. soil, and information from the Pueblo research site can give him everything he needs to put his plans in motion. Unless Adham is stopped, thousands and possibly millions will die. Whoever wins this contest of wits and wills will hold the fate of thousands in his hands, and will also lay claim to the fabled city of gold. It's an adventure that can redefine the history of America as we know it. Kotler finds himself facing off against both the FBI and Adham's terrorist network as he struggles to solve the mystery of Vikings in Colorado, to rescue Evelyn and stop Adham's plans before it's too late. "Kevin has crashed onto the action-thriller scene as only an action-thriller author can: with provocative plot lines, unforgettable characters, and enough adrenaline to keep you awake all night." —Nick Thacker, author of 'The Enigma Strain' — HERE'S WHAT READERS ARE SAYING ABOUT KEVIN TUMLINSON'S BOOKS: ????? "[Kevin Tumlinson] is what every writer should be—entertaining and thought-provoking." — Shana Tehan, Press Secretary, U.S. House of Representatives ????? "There was something so fascinating about [Citadel] and the cast of characters [Kevin Tumlinson] put together." — Leah Petersen, Author of Fighting Gravity ????? "I discovered Kevin Tumlinson from The Creative Penn podcast and immediately got his novel, Evergreen. I read it in like 3 seconds. It's the most fast paced story I've encountered." —R.D. Holland, Independent Reviewer ????? "[Sawyer Jackson and the Long Land] was a great read! I love these style of books—magic, science fiction, alternate reality. I couldn't put it down." —S., Independent Reviewer

The hidden persuaders N.Y., D. McKay

Why We Eat More Than We Think

Advertising and the Mind of the Consumer

The Coelho Medallion

How to Think Differently About Advertising

An Exploration of Class Behavior in America and the Hidden Barriers that Affect You, Your Community, Your Future

FOURTEEN MEMBERS OF CONGRESS, ABDUCTED RIGHT FROM THE SENATE FLOOR. For centuries the Jani have hidden among us, gathering artifacts of great historical significance, accumulating power, infiltrating the highest offices of governments around the world. The Jani have influenced history for nearly two millennia. Within the Order, a new faction arises: The Novensiles. Using the power and reach of the Jani, this new group wants to create a true new world order. And now they are accelerating their plans. When fourteen members of the Senate are abducted on live television signs point to the Jani. Doctor Dan Kotler and Agent Roland Denzel are called in to help find the Congresspeople and to uncover the plans of this hidden Order before they can use their influence to take dominion over the world. Influence is the currency of the Novensiles and the Jani. Kotler and Denzel may pay a higher price. THE HIDDEN PERSUADERS IS THE NINTH FULL-LENGTH NOVEL IN KEVIN TUMLINSON'S DAN KOLTER ARCHAEOLOGICAL THRILLERS

Advertising is everywhere. By some estimates, the average American is exposed to over 3,000 advertisements each day. Whether we realize it or not, "adcreep"—modern marketing's march to create a world where advertising can be expected anywhere and anytime—has come, transforming not just our purchasing decisions, but our relationships, our sense of self, and the way we navigate all spaces, public and private. Adcreep journeys through the curious and sometimes troubling world of modern advertising. Mark Bartholomew exposes an array of marketing techniques that might seem like the stuff of science fiction: neuromarketing, biometric scans, automated online spies, and facial recognition technology, all enlisted to study and stimulate consumer desire. This marriage of advertising and technology has consequences. Businesses wield rich and portable records of consumer preference, delivering advertising tailored to your own idiosyncratic thought processes. They mask their role by using social media to mobilize others, from celebrities to your own relatives, to convey their messages. Guerrilla marketers turn every space into a potential site for a commercial come-on or clandestine market research. Advertisers now know you on a deeper, more intimate level, dramatically tilting the historical

balance of power between advertiser and audience. In this world of ubiquitous commercial appeals, consumers and policymakers are numbed to advertising's growing presence. Drawing on a variety of sources, including psychological experiments, marketing texts, communications theory, and historical examples, Bartholomew reveals the consequences of life in a world of non-stop selling. Adcreep mounts a damning critique of the modern American legal system's failure to stem the flow of invasive advertising into our homes, parks, schools, and digital lives. Twelve scholars present cutting-edge research from the emerging field of Satanism studies. The topics covered range from early literary Satanists like Blake and Shelley, to the Californian Church of Satan of the 1960s, to the radical developments within the Satanic milieu in recent decades. The book will be an invaluable resource for everyone interested in Satanism as a philosophical or religious position of alterity rather than as an imagined other.

Inside the Hidden Machine of Political Advertising

Persuader

The Hidden Persuaders

A Conspiracy to Make Us Buy

Mindless Eating

Observations on a National Disorder

The art of persuasion as taught by one of the world's most sought-after speakers and pitchmen In this daring book, Joel Bauer teaches you how to persuade by making your messages entertaining. Learn the secrets behind "The Fright Challenge," "The Transformation Mechanism," and other persuasion tactics used by pitchmen, carneys, and conjurers to convince people to their way of thinking. Along with coauthor Mark Levy, Bauer has taken these ethical, entertainment-based techniques, and has made them practical for everyday use-capable of influencing one person or a thousand, in business and in life. Joel Bauer (Los Angeles, CA) is an expert in performance-based live marketing who The Wall Street Journal online referred to as "undoubtedly the chairman of the board" of corporate tradeshow rain-making. Mark Levy (Chester, NJ) has written for the New York Times, has authored or coauthored three books, and is the founder of Levy Innovation, a consulting firm that makes individuals and companies memorable.

Examines the invasion of privacy in the United States by government, business, and education. Describes surveillance techniques and tools of investigative experts.

In "Cruel and Unusual," Mark Crispin Miller exposes what he calls the Bush Republicans' contempt for democratic practice, their bullying religiosity, their reckless militarism, and their apocalyptic views of the economy and the planet.

A Flavor Lexicon for Cocoa and Chocolate Sensory Professionals

The Advertising Handbook

What works, what doesn't and why

Hidden Persuaders in Cocoa and Chocolate

The Waste Makers

THE #1 NEW YORK TIMES BESTSELLING JACK REACHER SERIES THAT INSPIRED TWO MAJOR MOTION PICTURES AND THE STREAMING SERIES REACHER "Gripping and suspenseful . . . Child ratchets up the suspense to new heights."—The Denver Post Jack Reacher lives for the moment. Without a home. Without commitment. And with a burning desire to right wrongs—and rewrite his own agonizing past. DEA Susan Duffy is living for the future, knowing that she has made a putting one of her own female agents into a death trap within a heavily guarded Maine mansion. Staging a brilliant ruse, Reacher hurtles into the dark heart of a vast criminal enterprise. Trying to rescue an agent whose time is running out crime lord's waterfront fortress. There he will find a world of secrecy and violence—and confront some unfinished business from his own past.

Big Tobacco, Racial Marketing, and the Untold Story of the Menthol Cigarette