

Crystallizing Public Opinion

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Crystallizing Public Opinion

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Goebbels told vonWiegand how important this book, "Crystallizing Public Opinion," had been in shaping his, Goebbels', career. VonWiegand told Bernays, who was Jewish, about this. He was not surprised.

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Crystallizing Public Opinion is about the art and science of Public Relations. Bernays shares with us a wealth of knowledge about his life's work. This edition has an Introduction by Stuart Ewen that includes an exclusive interview with Bernays in 1990. A timeless masterpiece!

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

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