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Originally aired March 1989

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speaking at UCLA 1/5/1966

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THE STORY OF AN HOUR

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The Hidden Persuaders

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The Hidden Persuaders Fate
The Condition That Causes
Loneliness, Endless Working
Hours, and Rising Debt
(2004) The Hidden Persuaders
Vance Packard

Vance Packard (1914 -1996)
was an American journalist,

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social critic, and best-selling author. Among his books were the million-selling *Hidden Persuaders*, *The Status Seekers*, which described American social stratification and behavior, *The Waste Makers*, which

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criticizes planned obsolescence, and *The Naked Society*, about the threats to privacy posed by new technologies.

The Hidden Persuaders:
Packard, Vance, Miller, Mark

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Originally published in 1957 and now back in print to celebrate its fiftieth anniversary, *The Hidden Persuaders* is Vance Packard's pioneering and prescient work revealing how

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advertisers use
psychological methods to tap
into our unconscious desires
in order to "persuade" us to
buy the products they are
selling.

The Hidden Persuaders by

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The efforts of the persuaders to probe our everyday habits for hidden meanings are often interesting purely for the flashes of revelation they offer us of ourselves. We

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are frequently revealed, in their findings, as comical actors in a genial if twitchy Thurberian world. The findings of the depth probes provide startling

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By Vance Oakley Packard -

The Hidden Persuaders

(1957-06-16) [Hardcover]

Hardcover - June 16, 1957.

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anniversary, The Hidden Persuaders is Vance Packard's pioneering and prescient work revealing how advertisers use psychological methods to tap into our unconscious desires in order to "persuade" us to

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buy the products they are selling.

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(5072 words) Published: May 22, 2013. | Book Summary and Critique: The Hidden Persuaders Summary of THE HIDDEN PERSUADERS by Vance Packard 1. The Depth Approach. This book is about the large-scale -- and

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sometimes impressively successful -- efforts to use insights from psychiatry and the social sciences (and provided all too willingly by cooperative psychologists and social scientists) to channel our unthinking

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habits, our purchasing ...

Summary of the Hidden
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Essay ...

"The Hidden Persuaders"
brought Packard national
fame and launched his career

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as a social critic, lecturer and author. He wrote 12 books in all, most of them best sellers. In 1961 he was named a distinguished Penn State alumnus. Packard died in 1996 at his summer home on Martha's Vineyard.

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Packard's 'Hidden Persuaders' reminds consumers why they ...

Vance Packard's book The Hidden Persuaders, about media manipulation in the 1950s, sold more than a

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million copies. In *The Hidden Persuaders*, first published in 1957, Packard explored advertisers' use of consumer motivational research and other psychological techniques, including depth psychology

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and subliminal tactics, to manipulate expectations and induce desire for products, particularly in the American postwar era.

[Vance Packard - Wikipedia](#)

The volume I made off with

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was a 75-cent paperback of “The Hidden Persuaders” by Vance Packard. It did scandalize me, completely. But it did so by exposing the secret world of advertising and...

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Essay About Vance Packard's
'The Hidden Persuaders ...

Featuring an introduction by Mark Crispin Miller, "The Hidden Persuaders" has sold over one million copies, and forever changed the way we look at the world of

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advertising. Vance Packard (1914–1996) was an American journalist, social critic, and best-selling author.

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This is 'a frequent technique of people who are secure in their high social position. They show their superiority by displaying indifference to status - by purposely buying less expensive cars than they

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might be expected. They love beat-up station wagons and old cars." ? Vance Packard, The Hidden Persuaders.

Vance Packard (Author of The
Hidden Persuaders)

The Hidden Persuaders by

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Vance Packard A Review by David Edwards Whilst it might seem quite obvious, if not trite, to write a review of one of the seminal critiques of marketing techniques, whose effects and

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(PDF) The Hidden Persuaders
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In 1957, The Hidden Persuaders was published. It quickly gained national attention and launched Vance Packard's (the author)

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Hidden Persuaders - Ig
Publishing

In the 1950s and 1960s Vance Packard wrote several books

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in which he documented and analyzed contemporary social trends. The Hidden Persuaders and The Waste Makers dealt with the development of new techniques for manipulating consumer attitudes and

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behaviors.

Book Review of 'The Hidden Persuaders' and 'The Waste

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