

The Father of Spin: Edward L. Bernays and The Birth of Public Relations

By Larry Tye

Download Read Online

The Father of Spin: Edward L. Bernays and The Birth of Public Relations
By Larry Tye

The Father of Spin is the first full-length biography of the legendary Edward L. Bernays, who, beginning in the 1920s, was one of the first and most successful practioners of the art of public relations. In this engrossing biography, Larry Tye uses Bernays's life as a prism to understand the evolution of the craft of public relations and how it came to play such a critical-and sometimes insidious-role in American life.

Drawing on interviews with primary sources and voluminous private papers, Tye presents a fascinating and revealing portrait of the man who, more than any other, defined and personified public relations, a profession that today helps shape our political discourse and define our commercial choices.

Download The Father of Spin: Edward L. Bernays and The Birt ...pdf

Read Online The Father of Spin: Edward L. Bernays and The Bi ...pdf

The Father of Spin: Edward L. Bernays and The Birth of Public Relations

By Larry Tye

The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye

The Father of Spin is the first full-length biography of the legendary Edward L. Bernays, who, beginning in the 1920s, was one of the first and most successful practioners of the art of public relations. In this engrossing biography, Larry Tye uses Bernays's life as a prism to understand the evolution of the craft of public relations and how it came to play such a critical-and sometimes insidious-role in American life.

Drawing on interviews with primary sources and voluminous private papers, Tye presents a fascinating and revealing portrait of the man who, more than any other, defined and personified public relations, a profession that today helps shape our political discourse and define our commercial choices.

The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye Bibliography

- Sales Rank: #507577 in Books
- Published on: 2002-09-01
- Released on: 2002-09-01
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .68" w x 5.50" l, .63 pounds
- Binding: Paperback
- 304 pages

Download The Father of Spin: Edward L. Bernays and The Birt ...pdf

Read Online The Father of Spin: Edward L. Bernays and The Bi ...pdf

Download and Read Free Online The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye

Editorial Review

Amazon.com Review
Biographer Larry Tye can't help but be entertained by his subject's professional antics. Edward L. Bernays (1892-1995), a pioneering practitioner of public relations, zestfully ballyhooed his clients, utilizing a shrewd blend of publicity stunts, careful cultivation of the press, and solicited endorsements from "experts." Yet journalist Tye is also aware of the moral ambiguities inherent in the career of a man who vigorously promoted cigarette smoking and whose work for the United Fruit Company played at least some role in the 1954 military overthrow of Guatemala's democratically elected government. This judicious book balances appreciation for Bernays' inventiveness with a sober understanding of its consequences, including the extent to which PR permeates contemporary American life. --*Wendy Smith*

From Publishers Weekly
Dubbed the "Prince of Puff" and the "Baron of Ballyhoo," Edward L. Bernays, who died in 1995 at the age of 103, was arguably the most influential publicist of the 20th century. The nephew of Sigmund Freud, Bernays brought an astute grasp of human behavior to the nascent field of public relations, opening his own PR firm in 1919 and launching celebrated publicity campaigns for American Tobacco, Ivory Soap, United Fruit, book publishers, manufacturers of eggs and bacon and the platforms of presidents from Coolidge to Eisenhower. In this comprehensive biography, Tye, a Boston Globe reporter, attributes Bernay's success to a marketing philosophy that he terms "Big Think," which combined high-concept publicity stunts, endorsements from doctors, national surveys and other forms of publicity whose actual product endorsement was cleverly veiled. To promote Lucky Strike cigarettes among women in an age in which smoking in public was still outre, for example, he arranged for a parade of smoking debutantes to march down Fifth Avenue. To market Ivory soap, he created a hugely popular national soap-sculpting contest. A domineering and self-absorbed man who never missed a chance to promote himself ("in an era of mass communication," he often remarked, "modesty is a private virtue and a public fault"), Bernays eventually became a pariah in the industry that he helped to create. At times, Tye too blithely credits Bernays for shaping events and product success, rather than seeing his work as only one part of the welter of mass media manipulations that have long since transformed American life. But Tye succeeds in piercing the rapidly spinning mythology that perpetually surrounded the man who, he convincingly argues, pioneered the modern science of spin.
Copyright 1998 Reed Business Information, Inc.

From Library Journal
The hyperbolic modern world of mass culture, constant polling, and spin cycles got its start in the 1920s with the exploits of Edward Bernays, the "father of public relations." So claims Boston Globe journalist Tye, whose entertaining study combines a healthy jadedness about media manipulation with a fondness for his pioneer subject. Armed with a few of his uncle Sigmund Freud's insights, Bernays stoked the fires of the mass id, "crystallizing public opinion" for 435 clients ranging from Enrico Caruso to General Electric, Calvin Coolidge to Ivory Soap. To encourage women to smoke publicly, he sent a parade of them puffing down Fifth Avenue on Easter 1929. He popularized the "expert" survey, staged news events, planted stories, and created charitable-sounding business commissions. For the United Fruit Company in the 1950s he even helped topple the leftist government of Guatemala. Tye's book ably follows Bernays's ever-widening stunts, from his World War I enlistment work through the transforming decades to his death in 1995. Recommended for all history and business collections.ANathan Ward, "Library Journal"
Copyright 1998 Reed Business Information, Inc.

Users Review

From reader reviews:

Donald Perkins:

What do you regarding book? It is not important to you? Or just adding material when you want something to explain what the one you have problem? How about your extra time? Or are you busy individual? If you don't have spare time to perform others business, it is make you feel bored faster. And you have free time? What did you do? Every person has many questions above. They need to answer that question simply because just their can do that will. It said that about reserve. Book is familiar on every person. Yes, it is suitable. Because start from on guardería until university need this kind of The Father of Spin: Edward L. Bernays and The Birth of Public Relations to read.

Guadalupe Leatherman:

This book untitled The Father of Spin: Edward L. Bernays and The Birth of Public Relations to be one of several books in which best seller in this year, here is because when you read this e-book you can get a lot of benefit upon it. You will easily to buy this particular book in the book store or you can order it via online. The publisher in this book sells the e-book too. It makes you quickly to read this book, because you can read this book in your Smart phone. So there is no reason to you to past this e-book from your list.

Juana Houck:

The actual book The Father of Spin: Edward L. Bernays and The Birth of Public Relations has a lot associated with on it. So when you check out this book you can get a lot of profit. The book was published by the very famous author. The author makes some research previous to write this book. This particular book very easy to read you may get the point easily after looking over this book.

Ross Turner:

Don't be worry when you are afraid that this book may filled the space in your house, you might have it in e-book means, more simple and reachable. This The Father of Spin: Edward L. Bernays and The Birth of Public Relations can give you a lot of pals because by you considering this one book you have issue that they don't and make anyone more like an interesting person. That book can be one of a step for you to get success. This e-book offer you information that possibly your friend doesn't know, by knowing more than various other make you to be great people. So , why hesitate? We need to have The Father of Spin: Edward L. Bernays and The Birth of Public Relations.

Download and Read Online The Father of Spin: Edward L. Bernays

and The Birth of Public Relations By Larry Tye #E9LXZFPKW68

Read The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye for online ebook

The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye books to read online.

Online The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye ebook PDF download

The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye Doc

The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye Mobipocket

The Father of Spin: Edward L. Bernays and The Birth of Public Relations By Larry Tye EPub