A Century of Spin: How Public Relations Became the Cutting Edge of Corporate Power

David Miller, William Dinan

- Department of Social & Policy Sciences
- Centre for Analysis of Social Policy (CASP)

Research output: Book/Report \ Book

Abstract

Uncovering the secret history of the PR industry. This book charts the relentless rise of the public relations industry and how it has transformed our society. Revealing the roots of the PR movement in the years leading up to the First World War, it shows how it became a key tool in the struggle to subordinate democracy to corporate rule. It is the first book to offer a history of the emergence of corporate propaganda on both sides of the Atlantic during the 20th century.

The authors show how the origins of PR were always covertly political. Spin has been around for a long time and its anti-democratic potential is well known to all those who have made use of it. Based on extensive use of original archival material, the book presents a clear chronology of PR's development, culminating with a detailed examination of Gordon Brown and David Cameron's use of spin and how it relates to their connections with big business.

Language
- English

Place of Publication
- London, U. K.

Publisher
- Pluto Press

Number of pages
- 240

ISBN (Print)
- 9780745326894

Status
- Published - Dec 2007

Fingerprint

Public Relations
Industry
Chronology
David Cameron
World War I
Secret History
History
Rise
Gordon Brown
Propaganda
Charts
Big Business

**AB** - Uncovering the secret history of the PR industry. This book charts the relentless rise of the public relations industry and how it has transformed our society. Revealing the roots of the PR movement in the years leading up to the First World War, it shows how it became a key tool in the struggle to subordinate democracy to corporate rule. It is the first book to offer a history of the emergence of corporate propaganda on both sides of the Atlantic during the 20th century. The authors show how the origins of PR were always covertly political. Spin has been around for a long time and its anti-democratic potential is well known to all those who have made use of it. Based on extensive use of original archival material, the book presents a clear chronology of PR's development, culminating with a detailed examination of Gordon Brown and David Cameron's use of spin and how it relates to their connections with big business.

**TY** - BOOK

**T1** - A Century of Spin

**T2** - How Public Relations Became the Cutting Edge of Corporate Power

**AU** - Miller, David

**AU** - Dinan, William

**PY** - 2007/12

**Y1** - 2007/12

**N2** - Uncovering the secret history of the PR industry. This book charts the relentless rise of the public relations industry and how it has transformed our society. Revealing the roots of the PR movement in the years leading up to the First World War, it shows how it became a key tool in the struggle to subordinate democracy to corporate rule. It is the first book to offer a history of the emergence of corporate propaganda on both sides of the Atlantic during the 20th century. The authors show how the origins of PR were always covertly political. Spin has been around for a long time and its anti-democratic potential is well known to all those who have made use of it. Based on extensive use of original archival material, the book presents a clear chronology of PR's development, culminating with a detailed examination of Gordon Brown and David Cameron's use of spin and how it relates to their connections with big business.
corporate propaganda on both sides of the Atlantic during the 20th century. The authors show how the origins of PR were always covertly political. Spin has been around for a long time and its anti-democratic potential is well known to all those who have made use of it. Based on extensive use of original archival material, the book presents a clear chronology of PR's development, culminating with a detailed examination of Gordon Brown and David Cameron's use of spin and how it relates to their connections with big business.

UR - http://www.plutobooks.com


M3 - Book
SN - 9780745326894
BT - A Century of Spin
PB - Pluto Press
CY - London, U. K.
ER -

Access to Document

- http://www.plutobooks.com

Powered by Pure, Scopus & Elsevier Fingerprint Engine™ © 2019 Elsevier B.V.

We use cookies to help provide and enhance our service and tailor content. By continuing you agree to the use of cookies

Log in to Pure

About web accessibility