

The Father Of Spin Edward L Bernays The Birth Of Public Relations

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~~The Father of Spin: Edward L. Bernays and The Birth of ...~~

Edward L. Bernays was extremely influential on our world, yet relatively few people have even heard of him. Of course, the first thing to know about him was that he was Sigmund Freud's American nephew. His mother was Freud's sister. His father was the brother of Freud's wife.

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Mr. Tye spoke about his book and the life and career of Edward Bernays, *The Father of Spin: Edward L. Bernays and The Birth of Public Relations*, published by Crown.

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~~The Father of Spin | Larry Tye | Macmillan~~

Edward Louis Bernays (/ b ɔːr n eɪ z /; German: [bɛʁnays]; November 22, 1891 – March 9, 1995) was an Austrian-American pioneer in the field of public relations and propaganda, referred to in his obituary as "the father of public relations". Bernays was named one of the 100 most influential Americans of the 20th century by Life.

~~Edward Bernays - Wikipedia~~

Edward L. Bernays is widely eulogized as the "father of public relations," but didn't receive such recognition until his death in 1995. In the book "The Father of Spin," Larry Tye documents the career of Edward Bernays, as a man himself and the monumental findings that preceded him. Many may refer to how Bernays fathered public relations as it is known today, but he also shaped ...

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The Father of Spin: Edward L. Bernays and the Birth of Public Relations Larry Tye, Author Crown Publishers \$27.5 (320p) ISBN 978-0-517-70435-6 More By and About This Author

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