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'Age of Propaganda' catalogues a great number of techniques which are used to influence people. The aim of the book is to enable the reader to identify these persuasion techniques when they are being used on him.

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Age of propaganda : the everyday use and abuse of persuasion by Pratkanis, Anthony R. Publication date 2002 Topics Propaganda, Persuasion (Psychology), Public opinion, Advertising, Television in propaganda Publisher New York : W.H. Freeman : Henry Holt and Co. Collection

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Age of Propaganda | Anthony Pratkanis | Macmillan

Age of Propaganda: The Everyday Use and Abuse of Persuasion Published by Thriftbooks.com User , 20 years ago This is an excellent book which explains how the media, demagogues, politicians and marketers are able to gain compliance from their various publics.

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