

The Persuaders The Hidden Industry That Wants To Change Your Mind

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persuaders—who often refer to themselves good-naturedly as "symbol manipulators"—see us in the quiet of their interoffice memos, trade journals, and shop talk is frequently far less flattering, if more interesting. Typically they see us as bundles of daydreams, misty hidden yearnings, guilt complexes, irrational emotional blockages.

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~~Vance Packard - Wikipedia~~

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The Persuaders: The hidden industry that wants to change your mind. by James Garvey. 3.92 avg. rating - 170 Ratings. Every day, many people will try to change your mind, but they won't reason with you. Instead, you'll be nudged, anchored, incentivised and manipulated in barely noticeable ways. It's a profound shift

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