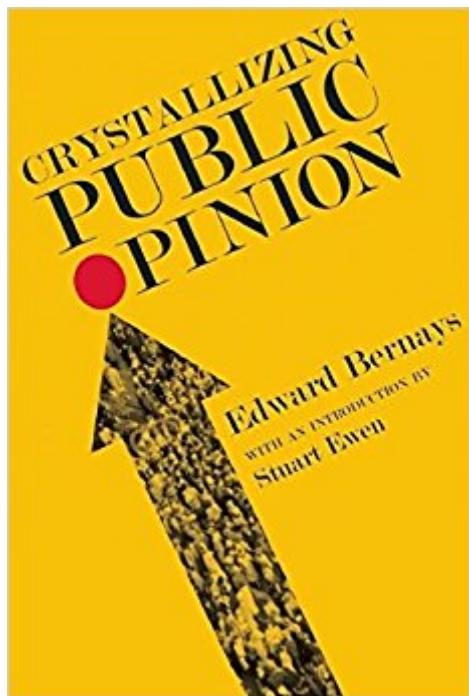


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# Crystallizing Public Opinion



## **Synopsis**

A seminal work on how public opinion is created and shaped, Edward Bernays' 1923 classic *Crystallizing Public Opinion* set down the principles that corporations and government have used to influence public attitudes over the past century. A primer on the then new profession of "public relations counsel," *Crystallizing* elucidates the "instruments and techniques" that PR professionals use to mold public opinion on behalf of their client's interests. By adapting the ideas that Bernays put forth in this book, governments and advertisers have been able to "regiment the mind like the military regiments the body." The first ever book ever written about the public relations industry, this all-new edition of *Crystallizing Public Opinion* features an introduction by Stuart Ewen, author of *PR! A Social History of Spin*, *All Consuming Images: On the Politics of Style in Contemporary Culture*, and *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture*.

## **Book Information**

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## **Customer Reviews**

The IG edition of this book is poorly edited. The edition is rife with spell-check typos/Homonym errors, approximately every three-four pages, because no one at IG publishing proofread the book. The introduction is worthwhile. The book: Worth the price of admission simply for explaining why all the self-proclaimed "free-thinkers" in this world think alike. Also worth it for pointing out most people think their opinions are fact. Hilarious. An offensive and dangerous book for people with many and strong opinions.

This book is one of the critical texts in understanding PR and propaganda. I highly suggest that every person read it, regardless of their interests. This book will improve intelligence and critical thinking ability in anyone who reads it! Of course, it's an extended advertisement for the author himself... but it's quite a compelling one. Definitely buy!

The nephew of the great mind is what I call Edward Bernays! This book changes what it really means to think about marketing as a skill and Science. I was happy that my wife surprised me with this book while I was doing my Masters level Marketing course. I read it still to this day for the insight.

All in all not a bad read. From my personal opinion all of Bernay's useful observations were taken from Gustave LeBons works. Bernay has an interesting perspective going into detail on how public opinion can be constructed to benefit the propagandist in the business sector. He has a different take on crowd psychology taking parts of LeBon's theory along with Sigmund Freud's observations to make his own assessment of how the masses can be persuaded. For a student really interested in learning how propaganda works along with the shaping of public opinion I would recommend Gustave LeBon's work "The Crowd" along with the historical concepts of German propaganda in World War II. The theories of LeBon have been proven in the annals of history. Case in point look how Germany's propaganda worked. Hitler took the observations of Gustave LeBon and adopted his theory on how people respond to imagery to come up with conclusions that are not real. Bernay goes off to more of an unproven prospective that is more of a hypothesis that has of yet been unproven.

Edward Bernay's should be required reading in school, but of course the powers that be don't want you to understand what is happening in the world and why. I recommend this book and Propaganda. They are required reading...

If you want to understand what is going on around you, read this book. It is that simple. The techniques outlined here are being used today to shape public opinion by the people that employ what he laid out and they do not always unfortunately have your best interest at heart.

If you want the original documents regarding our current state of public thought control, this is a

must have. Whether you are a professional in strategic communications or the citizen trying to work your way through the web of information flow, Edward Bernays is giving clear guidance on the fundamentals of manipulating behavior through information rich media.

A scary good book that should be mandatory reading at the high school level. This is the manual for manufacturing "consensus" regardless of facts, other opportunities or options. Particularly relevant when used as a filter for the current political theater.

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