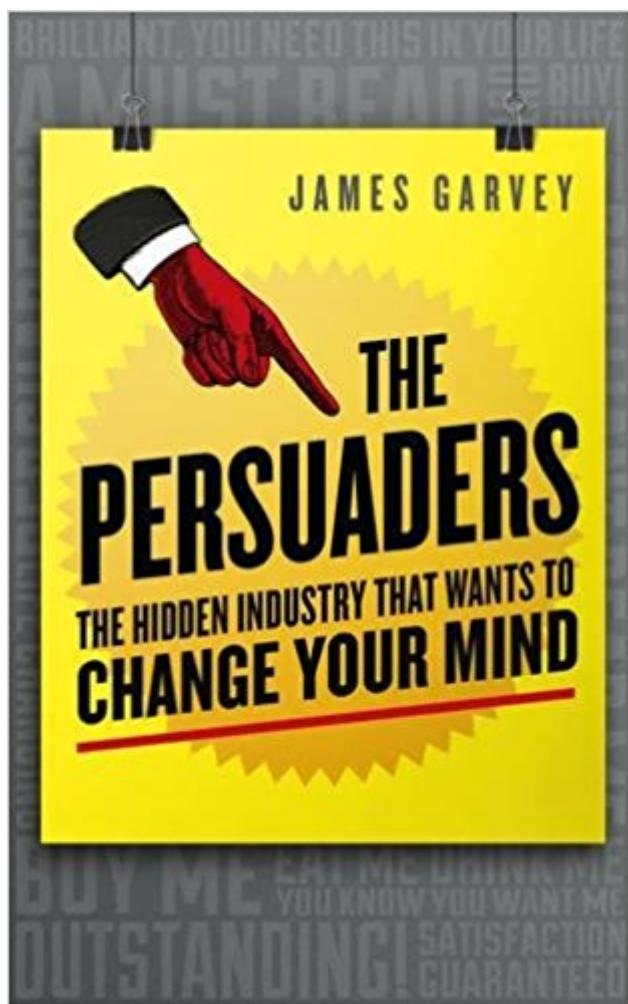


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# The Persuaders: The Hidden Industry That Wants To Change Your Mind



## Synopsis

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 in the way we interact with one another. Philosopher James Garvey explores the hidden story of persuasion and the men and women in the business of changing our minds. From the covert PR used to start the first Gulf War to the neuromarketing of products to appeal to our unconscious minds, he reveals the dark arts practised by professional persuaders. How did we end up with a world where beliefs are mass-produced by lobbyists and PR firms? Could Google or Facebook swing elections? Are new kinds of persuasion making us less likely to live happy, decent lives in an open, peaceful world? Is it too late, or can we learn to listen to reason again? *The Persuaders* is a call to think again about how we think now.

## Book Information

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\* 'The author worries, rightly, that in losing the ability to argue and question intelligently we become more susceptible to the subtle and unseen skills of powerful persuaders.' Financial Times

James Garvey has a PhD in philosophy from University College London. He works for the Royal Institute of Philosophy and is editor of *The Philosophers' Magazine*. James is the author of *The Great Philosophers* and *The Story of Philosophy* (both with Jeremy Stangroom), *The Twenty Greatest Philosophy Books*, and *The Ethics of Climate Change*. He edited *The Continuum Companion to the Philosophy of Mind* and is co-editor of the *Think Now* series of books on social and political philosophy. His books have been translated into nine languages. He writes papers for academic journals, as well as opinion pieces and reviews, mainly for the *Guardian* and the *Times Higher Education*. [jamesgarveyactually.wordpress.com/](http://jamesgarveyactually.wordpress.com/)

Competent writer although much of the content is borrowed from other well-known sources.

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Read this. It's necessary. And is a fine read. I'm going to buy gift copies for a few who "need" it. Every kid passing thru college should get a dose of Garvey. *Soulformer*. In a kind way.

This book makes a great service to humanity by explaining how powerful groups take advantage of the natural irrational weaknesses of human beings. By reading this book you will learn how to be more aware of them. You will also be more prepared to advance the discussion about the ethics of Public Relations.

If you're new to the world of persuasion, this book is a good way of learning the basics. If you're already familiar with it, there's not much here that you haven't already heard before. Not to say that it's a bad book (it's not); just that it's a primer. One that everybody should read. You'll get the story about Bernays and his cigarette-smoking women; the "add an egg" story, the Target and the pregnant teenager story. Lots of references to Vance Packard's seminal work on the subject. A great place to start.

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