



Living in Spin: How Media Gurus and PR Czars Open our Wallets and Scramble our Logic

Neal Larson

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Do you ever get the feeling you're being manipulated? That's because you are. Living in Spin is an engaging read that will shift your paradigm as you examine American culture through the lens of propaganda. This book offers a peek into the mind-blowing backstory of key political events and issues. It spills the fascinating secrets behind iconic marketing campaigns. Like reading a celebrity's diary, you'll race through its pages in eager search of the unvarnished truth. Living in Spin is objective and educational, yet captivating. You will learn to identify propaganda in marketing, media, education, and politics as you become more thoughtful and more skeptical of these messages and discover you are truly living in spin.

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