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He combined psychology and methods of persuasion throughout his career in Public Relations. Larry Tye, a Boston Globe reporter, wrote his book, "The Father of Spin

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Edward Louis James Bernays was an Austrian-American pioneer in the field of public relations and propaganda, referred to in his obituary as "the father of public

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Edward Bernays, born in Vienna in 1891 and famously the nephew of Sigmund Freud, was perhaps the pioneer in the field of Public Relations, and highly influential in