

How political action committees for business are doing in getting conservative politicians into office.

- 0776 Wulf, M. You and I and corporate management. Nation (My 20) 589. Now that corporations have the same First Amendment as you and I to spend money to affect the political process, the huge assets of the corporation will be used increasingly to support pro-business interests.

PROPAGANDA

- 0777 Blickman, B. M. & S. S. Kaplan. Force without war: U. S. Armed Forces as a political instrument. Washington, D.C.: Brookings Institution. 584 pp. The role of show of force in international communication.
- 0778 Herzstein, R. E. The war that Hitler won; the most infamous propaganda campaign in history. New York: Putnam. 491 pp. Describes the way Joseph Goebbels sold Hitler to the German people.
- 0779 Margach, James. The abuse of power: the war between Downing Street and the media from Lord George to James Callahan. London: W. H. Allen. 199 pp. How prime ministers attempted to manage the news.
- 0780 Winkler, A. M. The politics of propaganda: the office of war information, 1942-45. New Haven, CT: Yale University Press. 230 pp. Study of the internal politics of the Roosevelt Administration.

PUBLIC OPINION

- 0781 Andreoli, Virginia & Stephen Worchel. Effects of media, communicator and message position on attitude change. POQ (Ja) 59.
- 0782 Black, N. How to win friends and influence people using community relations. Pulp & Paper (Feb) 150. You can't ignore the public and run a paper mill successfully.
- 0783 Bradley, P. H. Power status and upward communication in small decision-making groups. Comm Mono (Ja) 33. A study of the ego-defensive impact on small group decisions.
- 0784 Buskirk, R. H. Modern management and Machiavelli. Bergenfield, NJ: New Am Lib. 208 pp. An executive guide to the psychology and politics of power.
- 0785 Chapman, S. Public opinion hustle. New Repub (Nov) 12. Profile on opinion pollster Pat Caldwell and his organization.
- 0786 Gaziano, Cecilie. Relationship between public opinion and Supreme Court decisions: was Mr. Dooley right? Comm Rsch (Feb) 131. The author examined the relationship between public opinion polling and Supreme Court decisions regarding free speech and association issues.
- 0787 Kilpatrick, J. J. How real is that trend toward conservatism? Nations Bus (Apr) 13. Syndicated columnist examines the evidence pointing to a New Right in America.
- 0788 Nimmo, D. Political communication and public opinion in America. Santa Monica, CA: Goodyear. 480 pp. Covers the nature of public opinion, public policy, issues, participation all within a communications framework.