



The Father of Spin: Edward L. Bernays & the Birth of Public Relations

By Larry Tye

Henry Holt & Company Inc. Paperback. Book Condition: new. BRAND NEW, The Father of Spin: Edward L. Bernays & the Birth of Public Relations, Larry Tye, "The Father of Spin" is the first full-length biography of the legendary Edward L. Bernays, who, beginning in the 1920s, was one of the first and most successful practioners of the art of public relations. In this engrossing biography, Larry Tye uses Bernays's life as a prism to understand the evolution of the craft of public relations and how it came to play such a critical-and sometimes insidious-role in American life. Drawing on interviews with primary sources and voluminous private papers, Tye presents a fascinating and revealing portrait of the man who, more than any other, defined and personified public relations, a profession that today helps shape our political discourse and define our commercial choices.



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