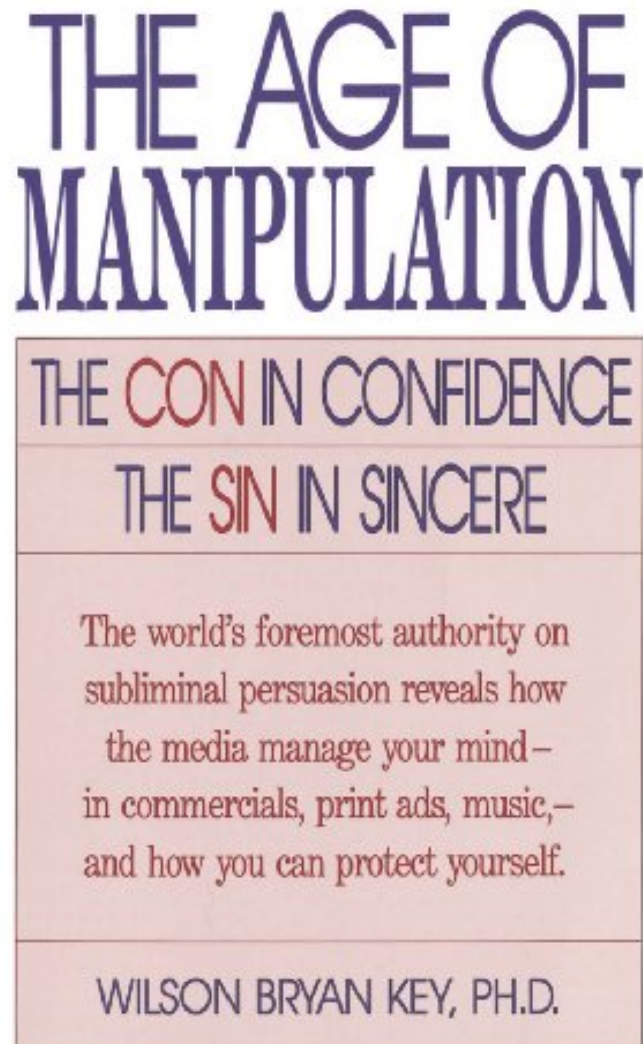


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## The Age of Manipulation: The Con in Confidence, The Sin in Sincere

Wilson Bryan Key

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earlier books, "Subliminal Seduction", "Media Sexploitation" and "The Clam Plate Orgy", which I'd picked up back in the '70s and '80s when they came out. I had not known he wrote a fourth book until I checked his Wikipedia entry and was glad to see that "The Age Of Manipulation" was available from Amazon at a nice, non-collectors item type price. This volume seems a bit "drier" and less humorous than the previous works, but I can't offer a detailed review since I'm still reading it. but it's very informative and very intelligent. A nice change from the spy novels and men's magazines I usually read. 0 of 0 people found the following review helpful. Great By Customer Great arrived on time 0 of 0 people found the following review helpful. Three Stars By Customer Disturbing reading!

Exposes the strategies used by advertisers to manipulate our thoughts and senses.

.com Many of you may think that the practice of making subliminal suggestions has been proven to have no effect on consumers. **WRONG!** This book, written by the world's leading authority on these techniques, dissects them in detail. After reading this book, you may realize that the stuff dribbling down your chin is not Diet Coke, but Pavlovian saliva. **Very Highly Recommended.** From the Back Cover In our quest "to be in the know" are we compromising our capacity for unadulterated thought? In this startling book, Dr. Wilson Bryan Key exposes the devious and sophisticated strategies that advertisers use in newspapers, magazines and television to manipulate and seduce our thoughts and senses. He explores how the media establishes our "reality" and why, subsequently, Americans are the most manipulated people in the world. This provocative book will forever change the way you view the world around you. About the Author Key is the world's leading authority on subliminal seduction. A Ph.D. in Communication Studies, he has taught at the universities of Denver, Kansas, Boston, Puerto Rico, and Western Ontario. Ledford is Professor of Media at Auburn University.