

## The Hidden Persuaders Vance Packard

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### The Hidden Persuaders Vance Packard

These worries have been around forever. In 1957 Vance Packard's sensationalist bestseller The Hidden Persuaders suggested that consumers might be susceptible to "subthreshold" stimulation ...

### In Search of the Buy Button

A former newspaperman, magazine writer, editor, and teacher, VANCE PACKARD is the author of a number of controversial books, chief among them THE HIDDEN PERSUADERS, THE STATUS SEEKERS, and THE ...

**october 1963**

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In 1957, Vance Packard wrote the book "The Hidden Persuaders", a post-war era critique of advertising industry tactics. It looked at the industry's use of motivational research and other psychological ...

### **Influencers are the visible, not hidden, persuaders**

"It was the age of books like The Hidden Persuaders," remembers the Kellogg professor, referencing the 1957 Vance Packard title. "It still happens today, with people who see marketing as creating ...

### **Market Inc.**

The writer was Vance Packard, and the picture he painted of Dichter and his colleagues in his 1957 exposé of motivational research, The Hidden Persuaders, was a scary one. To a nation immersed in, yet ...

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A former newspaperman, magazine writer, editor, and teacher, VANCE PACKARD is the author of a number of controversial books, chief among them THE HIDDEN PERSUADERS, THE STATUS SEEKERS, and THE ...

### **Vance Packard**

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