



# The Invisible Persuaders

*David Michie*

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From the Cash for Questions scandal to the creation of New Labour, the BA/Virgin affair, to Princess Diana's divorce from the Prince of Wales, this text examines the growing influence, methods and personalities of Britain's most powerful, if unseen, public relations advisers in a behind-the-scenes analysis of the pervasive influence of the PR world. David Michie, an industry insider, demystifies the dark art of public relations, revealing how Britain's top spin doctors operate and the extent to which their invisible influence affects buying habits, voting patterns, share prices and many other aspects of our daily lives.

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