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Mar 17, 2009 This article was originally published as "Book Review: Stuart Ewen's PR! A Social History of Spin" by Sheldon Rampton in PR Watch, Volume 3, No. 4, 4th
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Stewart Ewen is professor of media studies and chair of the Department of Communications at Hunter College. He is also a professor in the Ph.D. programs in history

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It took to me nearly one month to sit down and write about this book. It has valuable strengths and some weaknesses. As a whole, "PR!" makes no easy reading.

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Robert Heilbroner Stuart Ewen has always been one of our most perceptive social critics. His new book is a brilliant and disturbing commentary on what is going on

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Stuart Ewen is a New York-based author, PR! A Social History of Spin, was the foundation of a four-part BBC series, "Century of the Self," produced by Adam Curtis.

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A tad bit too far down the dry and academic side of the scale, but A fascinating look at the rise and domination of PR and "spin" throughout the 20th Century.

Bibliopedia: notes

PR! A Social History of Spin: Review Public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed.

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Mar 17, 2009 This article was originally published as "Book Review: Stuart Ewen's PR! A Social History of Spin" by Sheldon Rampton in PR Watch, Volume 3, No. 4, 4th

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