



American Spin

Patricia Vaccarino

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Spin is everywhere and is a central fact of 21st century life. We all know "Spin" is a special slant, point of view, emphasis, or interpretation presented for the purpose of influencing people. But do you know it when you see it? Patricia Vaccarino's American Spin is not your ordinary how-to P.R. book. Spin is the heart of public relations and Patricia Vaccarino has been one of its prime practitioners for over twenty years. In American Spin, Patricia Vaccarino pulls back the curtain on how spinmeisters like herself tell you what to think about people, products, issues and companies-ideally in ways you are unaware of-with clarity and wit. With chapters like "Romancing Your Audience," "Getting Away with Murder," and "How to be a Master (or Look Just Like One)," she reveals the secrets of seeing through the spinmeisters' messaging, and how to use them to your own advantage.

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