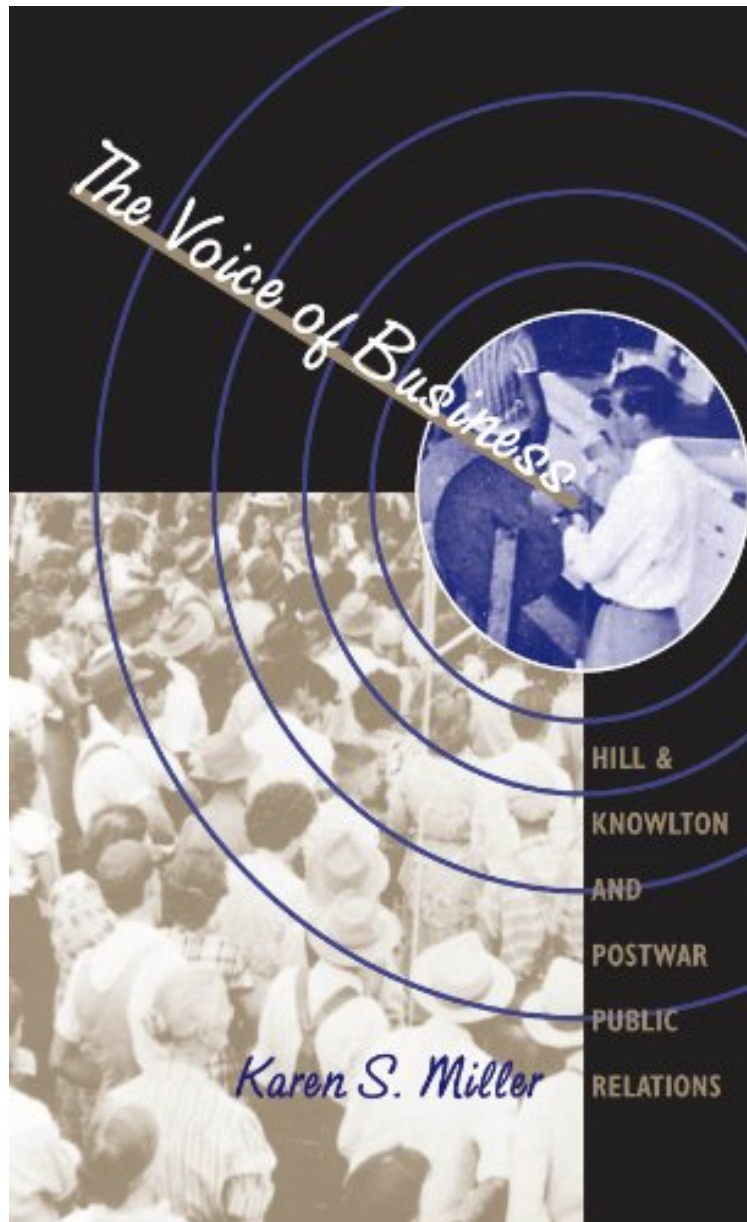


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The Voice of Business: Hill Knowlton and Postwar Public Relations (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy)

Karen S. Miller

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Voice of Business: Hill Knowlton and Postwar Public Relations* (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy):

In 1933, John W. Hill opened the New York office of what would become the most important public relations agency in history: Hill Knowlton, Inc. By 1959, the combined sales of its clients--which included Procter Gamble, Texaco, Gillette, and Avco Manufacturing as well as the steel, tobacco, and aviation industries' trade associations--amounted to 10 percent of the gross national product. *The Voice of Business* chronicles Hill Knowlton's influence on American public discourse in the years following World War II. Guided by its founder's conservative ideals, Hill Knowlton developed a twofold mission: to influence public discussion about issues important to its clients and to educate Americans about big business. Karen Miller shows how the agency tried to manipulate public opinion, political debate, and news media content about such issues as postwar military aircraft procurement, the deregulation of margarine production, President Truman's seizure of steel mills in 1952, and the cigarette health scare of 1953-54. Though its campaigns did not change many opinions, she says, Hill Knowlton affected the public indirectly by reinforcing the ideas of its clients and other conservatives.

Fluent and persuasive. *American Historical* The book makes a valuable contribution by explaining the public side of business. *Journal of American History* Miller's in-depth look at one firm's campaigns succeeds in creating a more balanced picture of a public relations firm's operation. *History of Education Quarterly* A model of historiography. *Journalism and Mass Communication Quarterly* One of the few studies of PR firms and surely the best. *Choice* This study of Hill Knowlton, the pioneering PR firm, shrewdly assesses what public relations can and cannot do. Karen Miller achieves insights both revealing and entertaining into some telling moments of twentieth-century American public discourse--the 1952 seizure of the steel mills, the campaign for a vast Air Force, the war of butter versus oleo, and the early smoking-causes-cancer debate.--Richard M. Fried, University of Illinois at Chicago Miller's in-depth look at one firm's campaigns succeeds in creating a more balanced picture of a public relations firm's operation and impact, as well as its limited influence over public opinion. . . . This book fills an important niche in the history of public relations and demands the attention of scholars in the fields of business, education, journalism, and American culture.--*History of Education Quarterly* Miller's analysis . . . is fluent and persuasive.--*American Historical* One of the few studies of PR firms and surely the best.--*Choice* A good book covers a single topic well; an excellent one brings us into the world around it. Such is the case with *The Voice of Business*. . . . Insightful and entertaining. . . . A model of historiography.--*Journalism and Mass Communication Quarterly* Avoiding narrow institutional history, Karen Miller has written a good study of what was for many years the largest and most respected public relations agency. . . . The book makes a valuable contribution by explaining the public side of business.--*Journal of American History* From the Inside Flap The story of Hill Knowlton, the influential public relations agency. Miller shows how the agency tried to manipulate public opinion about such issues as Truman's 1952 seizure of steel mills and the cigarette health scare of 1953-54.