



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

By Karen S. Miller

The University of North Carolina Press. Paperback. Book Condition: New. Paperback. 280 pages. Dimensions: 9.2in. x 6.1in. x 0.7in. In 1933, John W. Hill opened the New York office of what would become the most important public relations agency in history: Hill and Knowlton, Inc. By 1959, the combined sales of its clients—which included Procter and 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 and Knowlton's influence on American public discourse in the years following World War II. Guided by its founders' conservative ideals, Hill and 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 and Knowlton affected the public indirectly by reinforcing the ideas of its clients and...

Reviews

Unquestionably, this is actually the very best work by any article writer. It usually does not price a lot of. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Augustine Pfannerstill

Very helpful to all category of individuals. It is definitely simplified but surprises inside the 50 percent of your pdf. I am very happy to inform you that this is actually the very best pdf i have read in my very own lifestyle and may be the finest pdf for actually.

-- Christelle Treutel

See Also



[The Birds Christmas Carol](#)

Digireads.com. Paperback. Book Condition: New. Paperback. 34 pages. Dimensions: 7.8in. x 4.8in. x 0.3in.Kate Douglas Wiggin (1856-1923) was an important reformer of childrens education at the turn of the century. During a period when childrens place in society was little other than...



[Harts Desire Book 2.5 La Fleur de Love](#)

Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in.Its late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy to her parents, shes whisked off against...



[Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large](#)

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



[Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One](#)

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide it is too late; we have missed...



[Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values](#)

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead. Academic exercises are based on Common Core...



[Shepherds Hey, Bfms 16: Study Score](#)

Petrucchi Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...