

Put the Wisdom of Edward L. Bernays to Work For You...

The Later Years

*Public Relations Insights
1956-1986*

Edward L. Bernays

Put the Wisdom of Edward L. Bernays to Work For You: Get your copy of *The Later Years: Public Relations Insights 1956-1986*

Dear Public Relations Colleague:

Now, for the first time, you can have at your finger tips the major writings of the "dean of public relations" over the past thirty years. You can read and enjoy and profit from the wisdom of the man who has been speaking out on public relations since before World War I.

Most public relations leaders retire and are seldom heard from. Ivy Lee, Arthur Page and other early practitioners left little original work.

But Bernays has not only been a prolific writer and speaker, he's still doing it today.

Thirty years ago, Edward L. Bernays closed his lucrative consulting firm in New York--gave his papers to the Library of Congress--and moved to Cambridge, Mass. to begin his retirement.

What a retirement!

He has devoted the thirty years since that day to the continued, daily study of public relations.

Now, in *The Later Years*, he recounts his thinking on the major issues of public relations since 1956--use of the social sciences--licensing--education--ethics--the "image" of PR--professional development--needs for the future--public dissatisfaction with our institutions. Not surprisingly, he has also become a champion of old age.

Admittedly not all people acclaim Bernays. Some say he's behind the times, that he's past his peak. Others find him highly annoying. They say he's too opinionated.

But no one has ever accused him of being dull.

Listen to Marvin Olasky, professor of journalism at the University of Texas, who knows him only through his writing. Says



Edward L. Bernays is considered the dean of modern public relations. A pioneer in the theory and practice of public relations immediately following World War I, he has done more than most to establish the principles, methods and ethics of professional public relations. His book, *Crystallizing Public Opinion* (1923), was the first in the field. His memoirs, called *Biography of an Idea* (1965), chronicled his public relations work for such diverse clients as Nijinsky and the Diaghileff Ballet, Alfred P. Sloan, Henry Ford, Al Smith, Enrico Caruso, Thomas Edison, Henry Luce, David Sarnoff, and U.S. Presidents Calvin Coolidge through Dwight D. Eisenhower. He also helped introduce and popularize the works of his uncle Sigmund Freud to the English-speaking world.

this young scholar:

"It is time to recognize more fully the work of another public relations founding father whose early statements are much closer to current reality... It was Bernays, nephew of Freud, who integrated what had been the publicists' trade with the many intellectual trends of the late nineteenth and early twentieth century.

"Current practitioners should study his work so that they may embrace it and extend their awareness of the deeper meaning of what they do, or reject it and reach for alternatives."

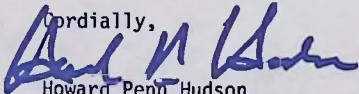
Maybe you won't agree with Edward Bernays. But doesn't it make sense, as Dr. Olasky writes, to read first hand what he thinks and to make up your own mind?

Remember, it was Bernays who wrote the very first book on public relations, *Crystallizing Public Opinion*, back in 1923--who gave the first public relations course ever, at NYU, in the same period. He is the most widely quoted PR person in history. Day after day he continues to think and evaluate and make his views known on the big issues.

And now, Edward L. Bernays has brought together in one volume his insights on public relations over the period 1956-1986. It's a highly readable book which I'm sure you will cherish in the years ahead for its wise and incisive observations about our field of public relations. And I think you'll enjoy the many photos of "the dean" scattered throughout.

To order, use form on back.

Cordially,


Howard Penn Hudson
Publisher

P.S. *The Later Years* is an ideal gift for professional colleagues--clients--your management--employees of your company and clients--thoughtful friends in your community and organizations who have questions about public relations--even your children who may be thinking of public relations as a career.

See inside ...

Edward L. Bernays'
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WHAT THEY'RE SAYING ABOUT "The Later Years"

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--Manuel Power Viscasillas,
Campbell-Ewald Latina, Miami.

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--John Bitter, Ph.D., Alabama State U.

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