

# CONTENTS .....

Why We Wrote This Book xi

1 Our Age of Propaganda 1

## THE PSYCHOLOGY OF EVERYDAY PERSUASION

2 Mysterious Influence 21

3 Mindless Propaganda, Thoughtful  
Persuasion 33

4 The Rationalizing Animal 40

5 The Four Stratagems of Influence 48

## PRE-PERSUASION: SETTING THE STAGE FOR EFFECTIVE INFLUENCE

6 Words of Influence 71

7 Pictures in Our Heads 79

8 Saddam Hussein: The Hitler of Baghdad? 87

9 A Questionable Persuasion 93

10 The Power of Decoys 100

11 The Psychology of Factoids 103

## COMMUNICATOR CREDIBILITY: REAL AND MANUFACTURED

12 The Credible Communicator 121

13 Breakfast of Champions, Junk Food  
for the Self 128

14 How Do You Persuade if Everyone Knows  
You Are Untrustworthy, Unbelievable,  
and Disliked? 132

15	The Manufacture of Credibility	139
16	Prizefighter Slays Eleven with One Look: The Influence of Mass Media Models	146

**THE MESSAGE AND HOW IT IS DELIVERED**

17	Packages	157
18	Self-Sell	166
19	Naked Attics and Neighborhood War Heroes: On Vividness in Communication	171
20	Why Do They Keep Repeating the Same Ads?	179
21	If You Have Nothing to Say—Distract Them	185
22	If You Want to Gain an Inch, Ask for a Mile—Sometimes!	188
23	Protagoras' Ideal: One-Sided Puffery versus Two-Sided Debate	196

**EMOTIONAL APPEALS: TOUCH THE HEART,  
PERSUADE THE MIND**

24	The Fear Appeal	207
25	The Granfalloon Technique	216
26	Guilt Sells	223
27	What Is the Influence of One Flower Given?	230
28	The Committed Heart	235
29	To Practice What You Preach	241
30	The Psychology of Scarcity and the Mystique of Phantoms	250

**WHEN INFORMATION FAILS: THE CHALLENGE  
OF PROPAGANDA TO SOCIETY**

31	Education or Propaganda?	261
32	What Is News?	268

33	On the Ineffectiveness of Information Campaigns	280
34	Subliminal Sorcery: Who Is Seducing Whom?	285
35	Persuasion Direct	295
36	How to Become a Cult Leader	302
37	Propaganda in the Third Reich: A Case for Uncertainty	317

### COUNTERACTING THE TACTICS OF PROPAGANDA

38	Is Forewarned Forearmed? Or How to Really Resist Propaganda	329
39	What We Can Do to Stop Propaganda in Its Tracks	340
40	Peitho's Children	349

References	357
Index	399
About the Authors	415