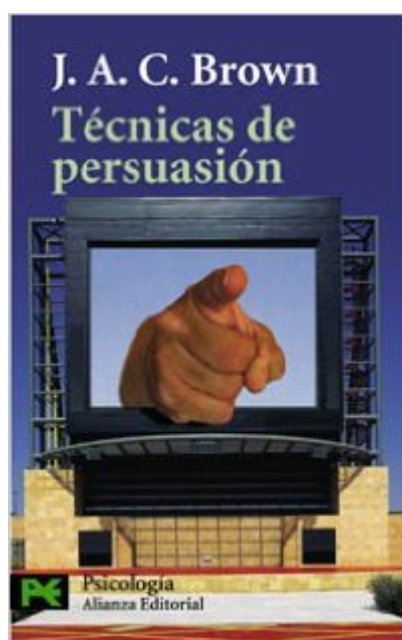


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# Técnicas De Persuasion / Techniques Of Persuasion: De La Propaganda Al Lavado De Cerebro/ From Propaganda To Brainwashing (Psicologia/ Psychology) (Spanish Edition)



## Synopsis

El crecimiento de la influencia de los medios de comunicaciÃ³n de masas y la utilizaciÃ³n de los psicÃ³logos profesionales para mejorar la eficacia de sus mensajes despiertan el temor a que la minorÃ­a que controla la propaganda polÃ­tica y la publicidad comercial en las sociedades avanzadas de Occidente coarte la libertad de in

## Book Information

Series: Psicologia/ Psychology (Book 3614)

Paperback: 401 pages

Publisher: Alianza Editorial Sa; Poc edition (June 30, 2004)

Language: Spanish

ISBN-10: 8420657867

ISBN-13: 978-8420657868

Product Dimensions: 1.2 x 4.2 x 7 inches

Shipping Weight: 8.5 ounces

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