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Author | larry tye

Larry Tye runs the Boston on topics ranging from public health and mental Tye s first book was *The Father of Spin: Edward L. Bernays and the Birth of*

Father of spin | larry tye

Father of Spin. Edward L. Bernays sold American women on smoking cigarettes. He made Ivory the all-American soap and helped make Calvin Coolidge president.

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Detailed review summary of the father of spin:

Edward L. Bernays was born in Europe but moved with his parents to New York City at the age of one. He grew up with four sisters in a moderately prosperous household.

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