



## The Persuaders: The hidden industry that wants to change your mind

By James Garvey

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**The Persuaders: The hidden industry that wants to change your mind** By James Garvey

Every day, many people will try to change your mind, but they won't reason with you. Instead, you'll be nudged, anchored, incentivised and manipulated in barely noticeable ways. It's a profound shift in the way we interact with one another.

Philosopher James Garvey explores the hidden story of persuasion and the men and women in the business of changing our minds. From the covert PR used to start the first Gulf War to the neuromarketing of products to appeal to our unconscious minds, he reveals the dark arts practised by professional persuaders.

How did we end up with a world where beliefs are mass-produced by lobbyists and PR firms? Could Google or Facebook swing elections? Are new kinds of persuasion making us less likely to live happy, decent lives in an open, peaceful world?

Is it too late, or can we learn to listen to reason again? *The Persuaders* is a call to think again about how we think now.

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### Editorial Review

#### Review

'Fierce and timely.' *TheDaily Mail*

'A boisterous dissection of the forces jellifying our minds.' *The Sunday Times*

'Garvey doesn't pull any punches ... It's hard to stopreading.' *The New Scientist*

'The author worries, rightly, that in losing the ability to argue and question intelligently we become more susceptible to the subtle and unseen skills of powerful persuaders.' *FinancialTimes*

#### About the Author

James Garvey has a PhD in philosophy from University College London. He works for the Royal Institute of Philosophy and is editor of *The Philosophers' Magazine*.

James is the author of *The Great Philosophers* and *The Story of Philosophy* (both with Jeremy Stangroom), *The Twenty Greatest Philosophy Books*, and *The Ethics of Climate Change*. He edited *The Continuum Companion to the Philosophy of Mind* and is co-editor of the *Think Now* series of books on social and political philosophy. His books have been translated into nine languages. He writes papers for academic journals, as well as opinion pieces and reviews, mainly for the *Guardian* and the *Times Higher Education*.

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