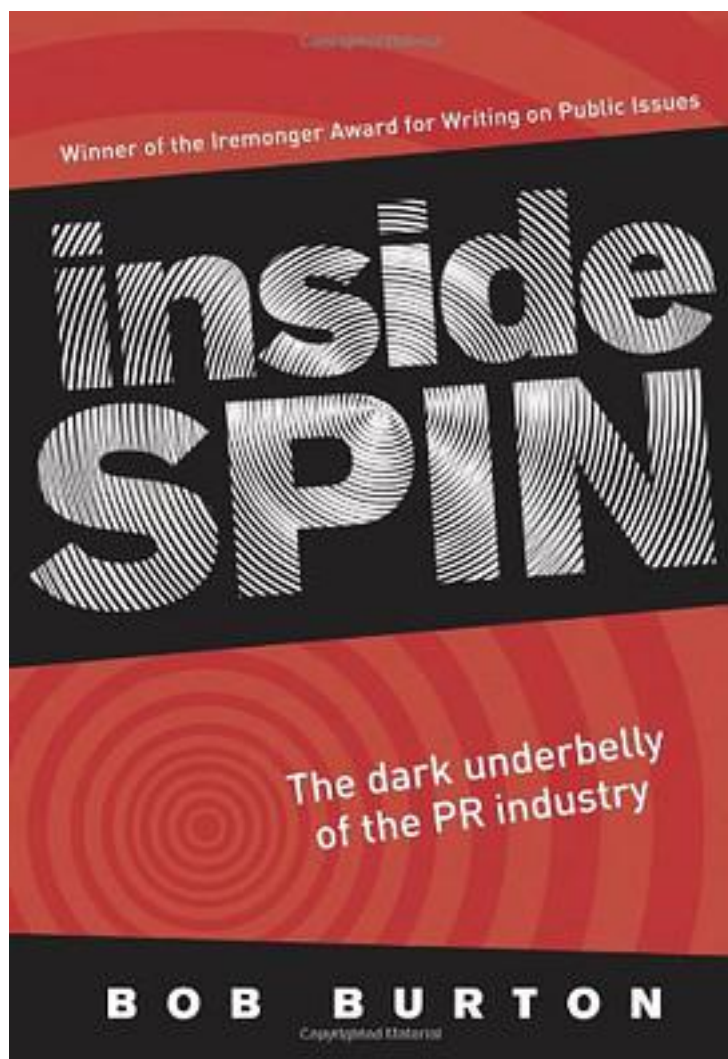


Inside Spin



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Lifting the lid on a billion-dollar industry, this is a critical expose of the tactics used by public-relations companies to court journalists, attack corporate competitors, and influence positions. Going beyond a single incident, it looks at the overall role of the giants in the PR industry and includes case studies to illuminate how the public receives their information, and who exactly is in control of it.

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