



**The Voice of Business: Hill & Knowlton and Postwar Public Relations (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship and Public Policy)**

*Karen S. Miller*

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In 1933, John W. Hill opened the New York office of what would become the most important public relations agency in history:

Hill & Knowlton, Inc. By 1959, the combined sales of its clients--which included Procter & Gamble, Texaco, Gillette, and Avco Manufacturing as well as the steel, tobacco, and aviation industries' trade associations--amounted to 10 percent of the gross national product. *The Voice of Business* chronicles Hill & Knowlton's influence on American public discourse in the years following World War II.

Guided by its founder's conservative ideals, Hill & Knowlton developed a twofold mission: to influence public discussion about issues important to its clients and to educate Americans about big business. Karen Miller shows how the agency tried to manipulate public opinion, political debate, and news media content about such issues as postwar military aircraft procurement, the deregulation of margarine production, President Truman's seizure of steel mills in 1952, and the cigarette health scare of 1953-54. Though its campaigns did not change many opinions, she says, Hill & Knowlton affected the public indirectly by reinforcing the ideas of its clients and other conservatives.

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The ability that you get from The Voice of Business: Hill & Knowlton and Postwar Public Relations (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship and Public Policy) may be the more deep you searching the information that hide into the words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to comprehend but The Voice of Business: Hill & Knowlton and Postwar Public Relations (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship and Public Policy) giving you enjoyment feeling of reading. The article author conveys their point in selected way that can be understood by anyone who read the idea because the author of this e-book is well-known enough. This specific book also makes your own vocabulary increase well. That makes it easy to understand then can go along, both in printed or e-book style are available. We advise you for having this specific The Voice of Business: Hill & Knowlton and Postwar Public Relations (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship and Public Policy) instantly.

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