



Courtier to the Crowd (Paperback)

By Ray Eldon Hiebert

Prmuseum Press, LLC, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Courtier to the Crowd is the full-length biography of the public relations pioneer Ivy Ledbetter Lee. This book traces the story of Lee through his early training in the family of a Methodist minister and in schools, in the newspaper office, as a fledgling publicist, and then as a pioneer public relations counsel for some of the greatest corporations in the world. He was one of the first exponents of the philosophy of full disclosure in news. He tore away the insulation of the corporate veil from the acts of his clients and allowed the piercing eye of press and public to become acquainted with the facts. Ivy Lee was born at a crucial moment in history. In the last half of the nineteenth century, the industrial revolution brought exploitative capitalism to a crisis. Unbridled competition was suffocating business from the inside, while public clamor for more control was stifling it from the outside. Lee understood that organization and cooperation were indispensable for success in the new order. And he realized that public acceptance was necessary in a democratic society. To win acceptance,...



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