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o often refer to themselves good-naturedly as "symbol manipulators"—see us in the quiet of their interoffice memos, trade journals, and shop talk is frequently far less flattering, if more interesting. Typically they see us as bundles of daydreams, misty hidden yearnings, guilt complexes, irrational emotional blockages. THE HIDDEN PERSUADERS - ditext.com Featuring an introduction by Mark Crispin Miller, The Hidden Persuaders has sold over

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