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In 2015 Nord Compo North America was

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A former newspaperman, magazine writer, editor, and teacher, VANCE PACKARD is the author of a number of controversial books, chief among them

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THE HIDDEN PERSUADERS, THE STATUS SEEKERS, and THE ...

Vance Packard

Vance Packard's "The Hidden Persuaders" was atop The New York Times best-seller list as Edsels arrived in showrooms. No consumer product in history had been the subject of so much

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"scientific ...

Commentary: American automakers have forgotten good product key

Most practitioners still assume the role of memory in persuasion is that set out by such models as Attention, Interest, Desire, Action (AIDA) and DAGMA. The focus is on raising awareness of a brand,

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...

The implicit and explicit role of ad memory in ad persuasion: rethinking the hidden persuaders

The path for his latest book, *Liberty Is Sweet: The Hidden History of the American Revolution*, should, with those preludes, have been strewn with roses.

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But in ... If you enjoyed this article ...

The Supposedly Hidden History of America's Revolution

However, there are plenty of hidden features Apple didn't mention, either. I'm going to start with the actual hidden features, the ones Apple flat-out ignored. The company always leaves ...

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All the Hidden iOS 16 Features Worth Knowing About

Now, this method isn't the only hidden way to use Google Lens: If you have an image open in one of your previously used apps, you can use this same trick to scan it from the App Switcher.

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The Hidden (and Easiest) Way to Use Google Lens

What you spot first in this picture could reveal one of your worst personality traits – so what do you see? Visual personality tests take just seconds – and it's thought they could give you ...

The hidden symbols in this picture

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could reveal your worst trait

Another series has come to an end at The CW. TVLine reports The CW has canceled Legends of the Hidden Temple after only one season. The competition series was a reboot of the Nickelodeon show ...

Legends of the Hidden Temple

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Reboot Cancelled at The CW

A challenge making the rounds on social media is asking people to find the hidden Ms in a grid full of Ws. TikTok user @HecticNick uploaded a video sharing the puzzle and it has racked up 900,000 ...

If you can spot the hidden Ms in this

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grid of Ws you are in the top 1% - so how many can YOU find?

Can you spot the well-known face in this black-and-white grid? It's difficult to see, but a celeb's portrait is hidden among the dots that make up the brain-frazzling optical illusion.

You're in the top 1 percent if you

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can spot the hidden celeb in this optical illusion

At this point, it is hard to disentangle overall inflation from surging gas prices. Last week, the national average rose above \$5 a gallon for the first time in U.S. history, and it should only ...

The Hidden Driver of High Gas

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Prices

If you have a Mini with interior ambient lighting, you need to know about the hidden disco light feature that could make your sport-compact coupe feel like a Tesla. Mini first offered the ambient ...

The Hidden Disco Lights Feature Mini Cooper Owners Need To Try

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Spot the hidden faces in the drawing of flowers: Today's optical illusion is incredible and guaranteed to baffle you. Optical illusions have been around for centuries, but have now become a trend ...

Optical Illusion: Spot the hidden faces in the drawing of flowers

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Starbucks has been operating like a bank, at least since 2001, when it first began offering gift cards that could be redeemed for java and snacks. Initially reported by Forbes in 2016, the coffee ...

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