

Larry Tye (1998, 2018)

Edward L. Bernays i rođenje odnosa s javnošću

Zagreb: Edward Bernays University College
ISBN: 978-953-58317-5-4



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Edward L. Bernays is called the father of public relations. The campaigns and innovations that he introduced in the public relations industry have always captured the public's attention, especially members of the profession. As Damir Jugo, the editor-in-chief of the Croatian edition, states, Bernays was "a person ahead of his time and the first person who, with his books, work and projects, promoted public relations as a recognizable profession and science". The biography, written by Larry Tye, shows both Bernays' professional career and his private life. After two decades, the book has been translated into Croatian, making a major contribution to the development of the public relations profession in Croatia, where literature in the area is largely lacking. The book is divided into eleven chapters. Each chapter follows Edward's work, however, not chronologically, and provides numerous practical examples.

The first chapter is devoted to Bernays' beginnings in public relations. Namely, after he finished Agriculture College, which he was very dissatisfied with, he started his career as a journalist. Soon afterwards, he made his first steps in public relations at a national level with the theater show *Damaged Goods*. He introduced new PR techniques to make ballet and Caruso, the greatest tenor at that time, more popular and more accepted by the American public. Bernays also played an important role in the First World War, promoting US goals both in the country and abroad.

Torches of Freedom and the Green Ball are the most famous public relations campaigns in his professional career. The second chapter explains how he managed to show America how smoking can be healthy and how it is better to smoke than to eat candy. The second step was to eliminate the taboo on women smoking in public, still one of the most famous PR campaigns. On the example of his other campaigns, such as the campaign for Ivory Soap, a beer company and Mack Trucks, we can see how he managed to create a story about the product, in that way, changing public opinion about the consumption of certain products. The third chapter casts certain doubts on his actual role in large events and his overemphasis on storytelling. Bernays had many political clients throughout the years. He worked for Calvin Coolidge, Herbert Hoover, William O'Dwyer and Dwight D. Eisenhower. For some of them, he worked for free. On the other hand, he rejected numerous clients, even some countries, because they did not support his social values.

Bernays always wanted to develop public relations as a profession. He wrote many books on the topic. For instance, in his book *Crystallizing Public Opinion*, he introduced the term

public relations advisor. The fifth chapter deals with how people from journalism and other professions reacted to his books and articles in magazines, and how Bernays reacted to criticism.

The sixth chapter is specific because it describes Bernays' relationship with his father, wife and daughters. It also describes his childhood and how he met his wife. It is shown how they started a company together and how much they influenced each other. Particularly interesting part is how they approached raising their children, using a similar approach they applied in public relations.

Reading further, two types of Bernayses can be noticed in the office. We learn more about the Bernays who is good and kind to his employees, but, at the same time, we find out more about the man who was very tough on them. He was very strict to people who left his company. Bernays had a lot of international clients. Some of them were the countries of Lithuania, Israel and India. However, his greatest impact was on big corporations operating in America. For instance, the book reveals how he managed to help United Fruits corporation to become the largest corporation in the banana trade. He persuaded America to intervene in Guatemala, using the excuse that communists are overtaking that country.

Knowing even before about the strong relationship between Edward Bernays and Sigmund Freud, we should not be overly surprised by the fact that Bernays helped Freud a great deal, especially with promotion. He felt really important in the company of other people when they were talking about Freud. He also did a lot to present Freud in America and to translate his book about psychoanalysis.

Retirement for Bernays was unusual. He spent considerable time to find trying to find the perfect place for the rest of his life with his wife. He decided on Cambridge, where his daughters lived. Moving to Cambridge did not slow him down. He just continued working at the same pace, but more for personal pleasure than money.

There were other people before Bernays who worked in public relations, and many of them may even have priority in being called father of public relations. Edward Bernays certainly contributed significantly to public relations. His approach to presenting himself as the father of public relations and the abundance of written documents that he made publicly available, contributed significantly to all new people with a desire to work in public relations and to develop public relations as a profession, both in America and the rest of the world.



Alina Wheeler (2018)

Designing Brand Identity

Hoboken, New Jersey: John Wiley & Sons, Inc.
ISBN: 978-111-9375-41-8



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Every author of a professional book or guide knows how challenging it can be to write a book that is, at the same time, interactive, in step with profession trends, provides answers to all core questions and, in addition, is easily written so that it is readable for everyone. Especially when we are discussing demystifying branding as a discipline and complex process that merges the disciplines of communication, marketing, advertising and design. The need for research and business brand practitioners has grown more than ever. The term brand is often wrongly interpreted and many hours of research through the literature is necessary to fully understand it.

Alina Wheeler in the preface of “an essential guide for the entire branding team” explains that she divided the “guide” into 3 sections: brand fundamentals, process basics and case studies. The first chapter is focused on theoretical explanations of the brand process as a mystic process, the second, “process basics”, chapter may be especially interesting to practitioners and project managers, which demonstrates all of the complexity of branding or even re-branding, and branding like a creative business process. The final chapter is fully dedicated to successful business brand stories like Starbucks, “RED”, MasterCard, IBM, Coca-Cola, Amazon, City of Melbourne and the like, in the form of case studies. The author has also brilliantly described their social responsibility impact on various bases: local and global, public or private and their flexibility, originality and issue solutions. Furthermore, worthy of mention is that the book is fully interactive because of the more than 100 branding schemes, over 700 illustrations of “brand touchpoints”, and more than 400 quotes from branding experts, industry gurus and CEOs of world renown companies.

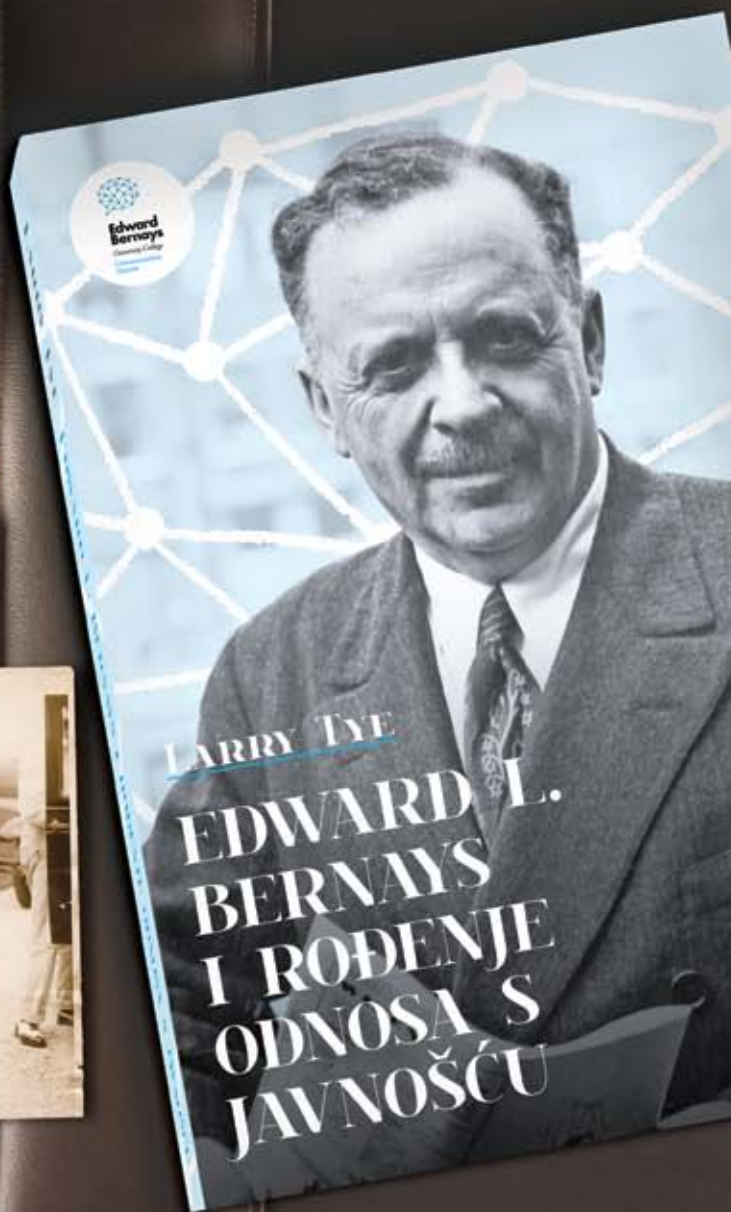
In the first part, the author presents some basic concepts and provides an overview of branding, and this chapter could be, as the author points out, very useful for strengthening the branding vocabulary of the entire team. “Brand, (...) the intangible value (...)”, the well-known Wally Olins said in his *The Brand Book*, and Wheeler cited him on the first page of the chapter. Furthermore, explaining other terms, like “brand identity”, is done properly by showing the difference between confusing terms with visual brand explanations. For better understanding and more interactivity, the author uses various creative comparisons like branding and DNK comparison in the first chapter, the culture section which describing culture as one of the core factors of branding. Moreover, Wheeler points out in the customer experience subsection that “brand builders” need to be a step ahead and use their strategic imagination to create

experiences that are impossible to copy. Furthermore, in every subsection, the author provides readers with plenty of well-known business practice examples of branding. In question are examples from brand architecture, big ideas, to name construction, brand ideal, authenticity, value and many more, where the author tries to demystify branding to the reader through world known best practices.

All branding experts, strategists and designers give their best to produce a brand that will provide an unforgettable experience to customers, engage them and establish a brand with which the public could identify one day. On the very first page of the second, “Process” chapter, the author included a quote by organizational dynamics expert Michael Hirschhorn: “Pay as much attention to the process as to the content”. Throughout that chapter, she answers many questions: Who manages these kinds of projects?; What are imperatives for success?; What metrics are used to measure success? etc. The author is simultaneously scratching the surface of branding process as well and talking about basics, all the while providing “professional depth” to every subsection. In the “Process” chapter, after an introduction to the topic, the author sets out to explain each stage of the five-phase process, from research to managing assets, systematically with practice examples, as in the first chapter. In both chapters, the first and second, Wheeler pays attention to the digital as a strategic segment of the branding process.

The third chapter, “Best practices” as it is called, is fully committed to the branding practice in every way: local-global, profit-non-profit, public-private, original and inspiring projects and much more. Each brand “case study” is written on two pages and enriched with various visual examples.

Finally, the book is recognizable by its comprehensiveness, uniqueness and enlightening effect in some segments. No matter if you are a manager, senior designer or CEO, this “guide” could be superb either if the person needs professional guidance for brand creation and implementation or just as a reminder. Lastly, it is more than clear why there is a fifth edition of this book.





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„EDWARD BERNAYS I ROĐENJE ODNOSA S JAVNOŠĆU“

Biografija oca odnosa s javnošću otkriva kako je Edward Bernays postavio temelje profesije i donosi uvid u njegove najznačajnije kampanje kojima je utjecao na američko društvo, a posljedično time i na daljnji razvoj struke.

*Skenirajte QR kod
i saznajte kako doći
do svog primjerka knjige!*

