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Anthony Pratkanis -  
Wikipedia

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tool that groups, or individuals use to gain or maintain power. Throughout the Middle Ages, the Catholic church used propaganda to gain power through Europe and maintain order even in the most



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turbulent times. In current times, powerful companies and government leaders use propaganda to increase profits and gain power.

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Anthony R. Pratkanis is a researcher, author, consultant, media commentator and a professor

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of psychology at the University of California, Santa Cruz. He is the author of several books, and has published research papers in scientific journals on the topics of social influence, fraud, terrorist and

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