

Author

Donald Gutstein



Donald Gutstein is the author of three books and many magazine and online articles. He has studied the media for over a decade as co-director of Project Censored Canada and NewsWatch Canada at Simon Fraser University, where he teaches in the School of Communication. He has been writing an occasional media column for the online magazine, *The Tyee* for several years. He is expert in getting the goods and laying bare the web of connections among media, business, government, and think tanks.

In his upcoming book *Not a Conspiracy Theory: How Business Uses Propaganda to Manipulate Us and What We Can Do About It*, Donald Gutstein skillfully documents one of the most important but least recognized political developments of the last thirty years: the prolonged propaganda campaigns mounted by business to change people's minds on fundamental issues of social life.

Business has utilized the problems people are experiencing with government programs and turned these into crises that can be resolved only by downsizing government, cutting programs, deregulating public oversight and giving more power to business. This is indeed propaganda, one-way and manipulative, and not just persuasion, which requires debate and negotiation. The system works because propaganda is already firmly woven into people's daily lives in the form of advertising, public relations, lobbying and polling.

This is the first book to present the case that Canadians are targets of carefully designed communication campaigns whose goals do not serve citizen interests. It combines careful media analysis with detailed research into the backers and participants in the propaganda campaigns of the last few decades.

Not a Conspiracy Theory will be published by
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