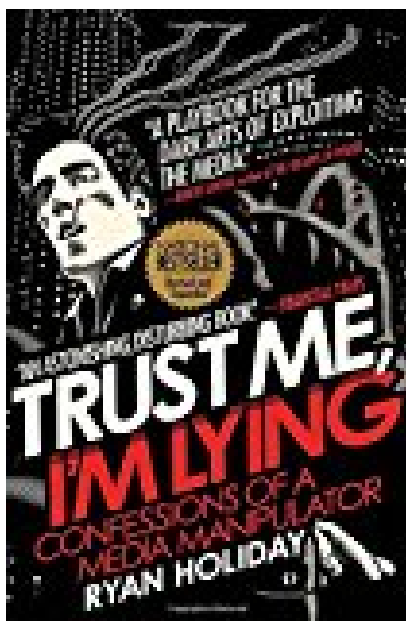


Trust Me Im Lying Confessions of a Media Manipulator



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BOOK SYNOPSIS

An influential media strategist reveals how blogs are controlling the news in the digital age and exposes the ways in which today's marketers are manufacturing news stories, affecting stock prices and shaping elections through fake story planting and misleading marketing tactics. 20,000 first printing.

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