## Contents

	Preface to the First Edition	vii
	Preface to the Second Edition	xi
	Acknowledgments	xv
1.	What Is Propaganda and How Does It Differ From Persuasion?	1
2.	Propaganda Through the Ages	36
3.	Propaganda Institutionalized	79
4.	Propaganda and Persuasion Examined	122
5.	Propaganda and Psychological Warfare	155
6.	How to Analyze Propaganda	212
7.	Propaganda in Action: Three Case Studies	229
8.	How Propaganda Works in Modern Society	263
	References	272
	Index	283
	About the Authors	293