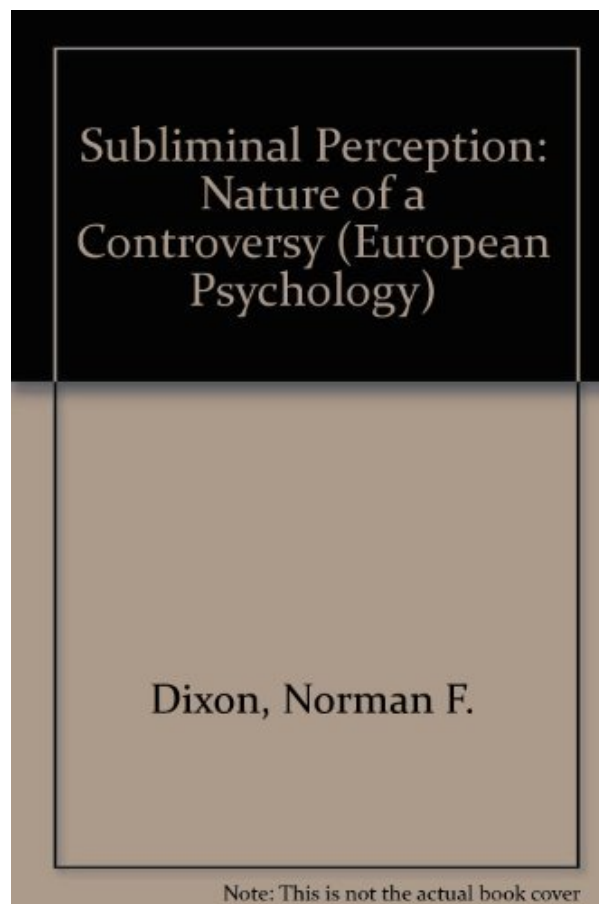


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One of the Best books on so called "Subliminal Perception"

By zz top

Like the works by Wilson Bryan Key this book is an very interesting study of the manipulative art of subliminal advertising.

See also Subliminal Seduction

"It may be impossible to resist instructions which are not consciously experienced. There would seem to be a close parallel between these phenomena and those associated with post hypnotic suggestion and neurotic compulsive response."

The subject responds (by buying something?) without any awareness to stimulus.

Subject knows that he is being stimulated, but doesn't know what it is. The human brain subconsciously perceives but is not consciously aware.

2 of 2 people found the following review helpful.

In the beginning

By Austin Hancock

To paraphrase Winston Churchill, when a new book appears on a subject read an old one first. Books and ideas evolve like many other things. What distinguishes this book is its comprehensive approach to reviewing the scientific studies that had been done on subliminal perception to this point, specifically dealing with what is referred to as validation. Does the research produce results and information that the hypotheses suggest, thus the subtitle "the nature of a controversy". What is fascinating is the integrity to which he ascribes in these reviews. It's been more than 25 years since I read it so I'm hesitant to say more but I will give you a hint, his next book on the subject was "Preconscious Processing", copyright 1981 which itself is still valid.

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