



The Strategy of Desire

By Ernest Dichter

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Pt. 1. Persuasion started with Eve. The mask of behavior -- The discovery of motivations -- Command or persuasion -- Measuring human emotions -- The soul of things -- We think as we please -- The wholistic approach -- Pt. 2. Strategy in a conflict era. The psycho-economic age -- The visions before us -- The fear of change -- The search for identity -- Misery of choice -- The "burden" of the good life -- Search for a goal.

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Editorial Review

About the Author

Ernest Dichter (1907-1991) was consulting psychologist for the Columbia Broadcasting System from 1943 to 1946, president of the Institute for Motivational Research, and founder of Ernest Dichter Associates International. His books include, *The Psychology of Everyday Life*, *Handbook of Consumer Motivation*, *Motivating Human Behavior*, and *The Naked Manager*. Arthur Asa Berger is professor of broadcast and electronic communication arts at San Francisco State University.

Arthur Asa Berger is professor emeritus of broadcast and electronic communication arts at San Francisco State University. He is the author of numerous articles, book reviews, and books on media, popular culture, humor, and tourism, and he is the series editor of Transaction's Communication and Mass Culture and Humor series.

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