

# The Invisible Persuaders By David Michie

By David Michie

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He is the author of a non-fiction expose of the world of PR, THE INVISIBLE PERSUADERS. Author: Michie, David. Publisher: Little, Brown. Publication Date: 2000.

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David Michie Australia David Michie was born in Zimbabwe of Scottish parents and educated in South Africa. He moved to London in the 1980s and worked as an analyst in

<http://www.fantasticfiction.co.uk/m/david-michie/>

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Oct 31, 2005 David Michie is an author and a corporate  
communications consultant. Michie started out his career in  
public relations in South Africa and then in 1988

[http://www.sourcewatch.org/index.php/David\\_Michie](http://www.sourcewatch.org/index.php/David_Michie)

Aug 10, 2013 Invisible Persuaders has 6 ratings and 1  
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Privatising spin By David Miller Stirling, UK | May 21, 2004  
he appointment of Howell James as Britain s first ever  
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<http://www.coldtype.net/Assets.04/Voices.04/Voices.79.04.pdf>

View David Michie's business profile as Owner at Mosaic  
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<http://www.zoominfo.com/p/David-Michie/520873903>

AUTHOR David Michie recently launched his fictional debut,  
Conflict of Interest, at The Bookcafe.

<http://www.businessnews.com.au/article/PR-thriller-a-new-genre-is-born>

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David Michie was born in Zimbabwe of Scottish parents, THE  
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PR Industry Guide - read this article along with other  
careers information, tips and advice on PR Week Jobs.

Invisible Persuaders by David Michie, Bantam, 1998

<http://www.prweekjobs.co.uk/article/323350/pr-industry-guide/>

Must Ethical PR be an Oxymoron, Richard Edelman? and former  
London PR man David Michie called public relations  
professionals invisible persuaders.

<http://wendellpotter.com/2010/11/must-ethical-pr-be-an-oxymoron-richard-edelman/>

Managing Green Issues: Managing Director, David Wilson  
Estates Dr David Michie, author of The Invisible Persuaders  
and the PR thriller novel Conflict of Interest

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A few days ago, the Sammie Lynn Puett Chapter of the Public Relations Student Society of America (PRSSA) invited me to speak at the University of Tennessee's PR Day.

<http://www.prwatch.org/news/2010/11/9650/does-ethical-pr-have-be-oxymoron-richard-edelman>