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War and the Future: Italy, France and Britain at War

By Gabriel De Tardé

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. One of the minor peculiarities of this unprecedented war is the Tour of the Front. After some months of suppressed information-in which even the war correspondent was discouraged to the point of elimination-it was discovered on both sides that this was a struggle in which Opinion was playing a larger and more important part than it had ever done before. This wild spreading weed was perhaps of decisive importance; the Germans at any rate were attempting to make it a cultivated flower. There was Opinion flowering away at home, feeding rankly on rumour; Opinion in neutral countries; Opinion getting into great tangles of misunderstanding and incorrect valuation between the Allies. The confidence and courage of the enemy; the amiability and assistance of the neutral; the zeal, sacrifice, and serenity of the home population; all were affected. The German cultivation of opinion began long before the war; it is still the most systematic and, because of the psychological ineptitude of the Germans, it is probably the clumsiest. The French Maison de la Presse is certainly the best organisation in...



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