



Subliminal Seduction

Wilson Bryan Key

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PSYCHOLOGICALLY POWERFUL COVERT MIND CONTROL METHODS REVEALED: This innovative book teaches radically Potent Covert Seduction Secrets on how to attract and seduce women or men with subliminal mind control techniques.

Subliminal Seduction Details

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Author : Wilson Bryan Key

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From Reader Review Subliminal Seduction for online ebook

Dori Sabourin says

This book explains how advertisers can use pictures or images as a mass hypnosis to influence consumers to purchase their products. It brings to mind, the question what other avenues can be and have been influenced by these enticements.

Jay Wood says

About 3/4s of this stuff seems like a pretty big stretch.

Mkfs says

Read this back in '92 or thereabouts. Utter, as they say, bollocks.

Oh sure, some advertising creatives may have tried to sneak something in somewhere, and during the 50s there were sufficient attempts at inserting frames into motion pictures that laws were enacted against this sort of thing.

But a) the techniques do not actually work, and b) the evidence that Wilson Key finds are as imaginary as the lyrics found by playing rock LPs backwards (using the ol' belt twist) during the great satanic cult scare of the early 80s.

See, here's the thing. There is no magic decoder in the subconscious mind that the conscious mind does not have access to. If the conscious mind cannot discern hidden lyrics because they are sung backwards, or hidden images that are stylized beyond recognition or hidden in a lot of visual noise, then the subconscious mind can't do it either.

Interestingly, the conscious mind's incredible ability to perceive words and images when surrounded by high-visual noise is being actively studied in attempts to differentiate between human and computer-driven users (e.g. in the "captcha" arms race).

Osiris Oliphant says

if you want to enjoy this book i recommend reading it as satire. the author was a prankster. dont read it looking to become wise to all the microscopic 'death sex babies' subliminals printed on your ritz crackers, and how that might effect your spending habits. because if you cant see the very obvious and undesputedly real death and sex and fear that they are selling you constantly every day of your life, you are already hypnotized. five stars!

Java Davis says

Subliminal Seduction was a popular advertising concept in the 70s, but although this book was fun to read, subliminal advertising was debunked decades ago.

Michael says

There's a great mystery about this book. It isn't the mystery of why the Illuminati allowed it to be published when it gives away all their secrets. It's not the mystery of who's really controlling the messages that are secretly beamed to consumers. Nor is it the mystery of what techniques you can use to protect yourself from their thought-control.

The mystery is why a serious media researcher like Marshall McLuhan would allow his name to be associated with this crap. More than that, in his introduction to the book, McLuhan repeatedly praises the author as a genius who has made an important contribution to our understanding of advertising. He retained his personal copyright on the Intro, incidentally, so he could have pulled it at any time (maybe the moment where Key was supporting the Fundamentalist assault against reason by testifying in the famous Judas Priest suicide case would have been a good point?). But, for some reason, he allowed his reputation to be tarnished by this book, and I will never see him in the same way again.

I have stared at the illustrations in this book for hours, trying to find the evidence Key claims "proves" that subliminal images are used in magazine advertisements, and all I see are blurry smudges that don't prove a thing. Even in cases where he has magnified the image until the grains from the photograph are clearly visible (is he claiming that we all carry around unconscious microscopes behind our eyes?), it still doesn't look like he says it does. Apparently, I am immune from his particular form of hypnotism, because at one time there were thousands of Americans who DID see those images, just as he told them to.

There is an interesting section in this book, in which he offers up an anti-feminist analysis of the messages contained in Playboy, Vogue, and Cosmopolitan, but any validity that argument may have had in the 70s would be negated by the changes in publishing since that time. Basically, the value of this book is as an example of how nobody goes broke by underestimating the intelligence of the American people, or even its leading intellectuals.

Adam Cummings says

Goddamn brilliant. Written long before the internet, it really makes you consider just how much we are subconsciously stimulated. This has certainly always been something I have been interested in as a writer, an artist, or whatever the hell I am; looking to communicate and appeal to people through different levels of image, sound and language: a goal that is not in the least unique. At any rate, I recommend it, but you do need a cursory understanding of psychology, aesthetics, sexuality, (all things which everyone understands subconsciously. We are endowed with the ability to discern and analyze these things as humans, but seldom do we.) It's really one of those reads that hits home the idea that ignorance is not stupidity, but rather 'one's capacity to ignore,' and I'm not just talking about the symbols, but rather the disinterest in figuring out what these massive corporations and their admen do to fill their coffers.

Maxwell Bauman says

This book explores x-rated subliminal techniques used in advertising. I first heard about this book mentioned in the Kubrick documentary "Room 237." I pretty much inhaled this book. It starts off by emphasizing that you need to relax (and in so many words, not be an prude) to see the hidden layers in ads. Then it gives examples from alcohol and cigarette sales, to Vogue and Cosmo (which are apparently really into castration imagery). This is a fascinating read for anyone who wants to take a step back and see how advertisers are getting down and dirty.

After reading this, I've been able to see the copious amounts of filth thrown at the masses at an astounding rate. I've seen it in commercials for bottled water, and seafood, and hotels, and all these things that seem innocent enough, but actually have super kinky message. My friends all think I'm nuts when I point out these taboo images, but they've closed themselves to the reality of what's being bombarded at them. But I can see the truth! The filthy, perverted, deviant truth, and I love it.

Zadignose says

Total pseudo-scientific bunk, and probably dangerous in that it's persuasive if you approach it without skepticism. It will contribute to your tendency towards paranoia if you have such a tendency. But now that I've been reading Freud again, I understand that there's a precedent for speculative musings being presented as proven theory.

Of course, there's also the possibility that some advertising executives gave credence to the same things this author did, and thus there may have been some actual experiments with techniques such as described in the book. And also, of course we all know sex sells. But unfortunately the author takes some semi-credible ideas and goes off the deep-end with them. And he forgets that blunt and crude often trumps subtle and subliminal in advertising.

Still, I was always creeped out by 1980s Newport Cigarette ads. And I still am:

"Please don't take my dick away. Or my cigarettes. You castrating bitch."

Alex S says

I'll admit I was skeptical when I started the book, and now, I remain skeptical, at least to some degree. There is however some great intrigue to be had in reading this. Professor Key explores the idea that the media, at the unconscious level (a topic I previously explored through discussion on Jung's writing, a seminal writer in this area), exploits the human psyche to sell its goods.

Professor Key submits that there are subliminal symbols essentially everywhere. Sex's woven into curtains even, at one point. I can't agree this to be accurate. Equally I cannot agree to schizophrenia is induced by the ability to consciously perceive subliminal artefacts - the evidence is yet to be presented in support of this case by any expert in this area.

As for phallic shadows under elbows of women, or cigarettes (a symbol of male virility) pointing at Ashtrays

(a symbol of female sexuality) or images spliced into Ads which seem to show some form of sex, yea, I can agree that exists. Equally I can agree that the media knows its audience ever so well. The picture of the girl in Playboy holding the magazines topless in a motherly position was somewhat interestingly explored from a Freudian perspective in the sense that she is nursing the playboy readings (whom for the purpose of argument are concluded to be people with mother issues who need a little reassurance when they buy the magazine to strip away the guilt of photographic self-administered sexual indulgence).

I also had the opportunity to watch Professor Key's lectures on YouTube. This was also rather interesting and I would recommend viewing these videos if you like the book. He might come across as slightly delusional - I too believe he lies at the fringe of sanity, but if you took some of the more reasonable submissions (he considers being reasonable a methodology by which people are exploited, but ignore that sentiment for this review) you can begin your own analysis of advertisements in the open world.

By way of example - there is currently a Coke advertisement campaign, the tag line for which is 'taste the feel'. One rather prominent picture of this campaign is a woman wearing red lipstick (Keys considers this to be a sexual symbol but the sensuality of touch is perhaps a slightly more reasonable symbol to read) drinking from a bottle of Coke/Diet Coke. Her lips are pursed/slightly open and at one corner the lipstick has ever so slightly rubbed away, demonstrating that she is mid drink rather than taking the first sip (the bottle appears largely full so that's unusual and may or may not suggest an 'affair' with a previous bottle of coke). The whole picture emits this unusual little demonstrating of sensuality and it's hard to really understand on first glance why. I think I've only scraped it, but that's my view of partly what Keys would at least think if he were alive today. That isn't to say I take this view of the ad.

So yea would recommend!

Marc says

I read this book years ago when it first came out. A friend had taken a course in college with the author and he told me about it. I didn't put it down until I finished it-and bought my own copy. Many of the examples are dated and technology today has changed the landscape. But the take-home message remains the same. We are constantly being manipulated by ad copy writers; Political ads especially.

Boni Aditya says

Loved this book - This is the book that sparked my interest in Psychology and various ways in which it is used in our products everyday. To exploit, in multiple ways like negotiation, manipulation, seduction, persuasion and many other ways in which mental tactics are developed over the years and perfected to capture human attention and eventually get them to say YES and open their purses and say "TAKE MY MONEY"

Don says

In fact, this book seduced me when I first read it. I was seeing subliminal messages everywhere. I think I completely bought it all until one day, looking out of a plane window my brain, now trained to see these subversively scribed messages of sexuality, imagined the word "sex" in the clouds below me.

"Ok. Now I get it", I thought to myself.

James Robinson says

Excellent

Charles says

Another book that it's hard to judge how to rate. For accuracy as to what subliminal presentation can accomplish, it far overstates the case and the need for concern.

On the other hand, there is little doubt that advertisers are manipulating us constantly. They're just using supraliminal effects rather than subliminal.

There is some interesting reading in the book but be cautious about believing what you're reading.
