

# Burson-Marsteller Watch

KEEPING AN EYE ON HELL'S PUBLIC RELATIONS FIRM.



## What is Burson-Marsteller? And why should we be concerned?

[Add comments](#)

WPP a company originally called Wire and Plastic Products, famously used to make supermarket trolleys. Today it owns hundreds of firms engaged in deceptive spin and putting corporate wishes into action. Among the largest and most well known are Burson-Marsteller and Hill and Knowlton, both famous for their deceptive campaigns on behalf of the world's worst corporations, torturers and dictators.

— Excerpt from Spinwatch

Burson-Marsteller is the company that governments with poor human rights records and corporations in trouble with environmentalists have turned to when in crisis.

The world's biggest PR company was employed by the Nigerian government to discredit reports of genocide during the Biafran war, the Argentinian junta after the disappearance of 35,000 civilians, and the Indonesian government after the massacres in East Timor. It also worked to improve the image of the late Romanian president Nicolae Ceausescu and the Saudi royal family.

Its corporate clients have included the Three Mile Island nuclear plant, which suffered a partial meltdown in 1979, Union Carbide after the Bhopal gas leak killed up to 15,000 people in India, BP after the sinking of the Torrey Canyon oil tanker in 1967 and the British government after BSE emerged.

### Categories

- [Burson-Marsteller in the Blogs \(12461\)](#)
- [Burson-Marsteller in the News \(2560\)](#)
- [Burson-Marsteller on Video \(52\)](#)
- [Is Burson-Marsteller evil? \(3834\)](#)

### Archives

- [July 2011](#)
- [June 2011](#)
- [May 2011](#)
- [April 2011](#)
- [March 2011](#)
- [October 2010](#)
- [September 2010](#)
- [August 2010](#)
- [July 2010](#)
- [June 2010](#)
- [May 2010](#)
- [April 2010](#)
- [March 2010](#)
- [February 2010](#)
- [January 2010](#)
- [December 2009](#)

In the past few years it has acted for big tobacco companies and the European biotechnology industry to challenge the green lobby and counter Greenpeace arguments on GM food.

— Excerpt from guardian.co.uk

“When Evil needs public relations, Evil has Burson-Marsteller on speed-dial.”

— Rachel Maddow, “The Rachel Maddow Show” MSNBC

---

Rachel Maddow Show: March 5, 2009

1. AIG pays PR firms to fix it's image, using taxpayer money
2. AIG hires Burson-Marsteller
3. List of Burson-Marsteller's infamous clients
4. Hillary Clinton and Mark Penn of Burson-Marsteller
5. Rachel calls Burson-Marsteller “the P.R. firm from Hell”

November 2009

October 2009

September 2009

August 2009

July 2009

June 2009

May 2009

April 2009

March 2009

#### Links

[PR Watch](#)

[Corporate Watch](#)

[Source Watch](#)

[Spinwatch](#)

[Crooks and Liars](#)

#### Meta

[Register](#)

[Log in](#)

[Entries \(RSS\)](#)

[Comments \(RSS\)](#)

[WordPress](#)

More Resources:

1. Corporate Watch: Burson-Marsteller: Corporate Crimes
2. Source Watch: Burson-Marsteller
3. Wikipedia: Burson-Marsteller
4. Google Search: Burson-Marsteller on PR Watch
5. Burson-Marsteller: PR for the New World Order By Carmelo Ruiz

Posted by admin at 10:49 am

**Leave a Reply**

You must be logged in to post a comment.