

# Hidden Persuaders

## Reverend and the Makers

The hidden persuaders  
Are gonna infiltrate us  
Till babes in consumer land  
Can supply and demand  
And the spending's contagious

Do you reckon it's outrageous  
That they're paying the entertainers,  
To get you buying the jeans  
That you don't really need  
From the fashion dictators?

Coz they're all trying to make me compromised  
To these one a dollar conners telling lots of lies  
Am I as bad as them  
And you just realise that it's true

Coz you're free,  
To do as we tell you

And you're free  
To do as we say

And you're free  
To do as we tell you

And you're free  
To do it today

We've been at it for ages  
Creating black holes from wages  
To get you all hypnotised by the big dollar signs  
Of the manipulators

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Are gonna infiltrate us  
Till babes in consumer land  
Can supply and demand  
And the spending's contagious

They call it product placement in the industry  
Coz it's designed to get you buying all the things you see  
Do you think they're hoodwinking society and you?

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To do as we tell you

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And you're free  
To do it today