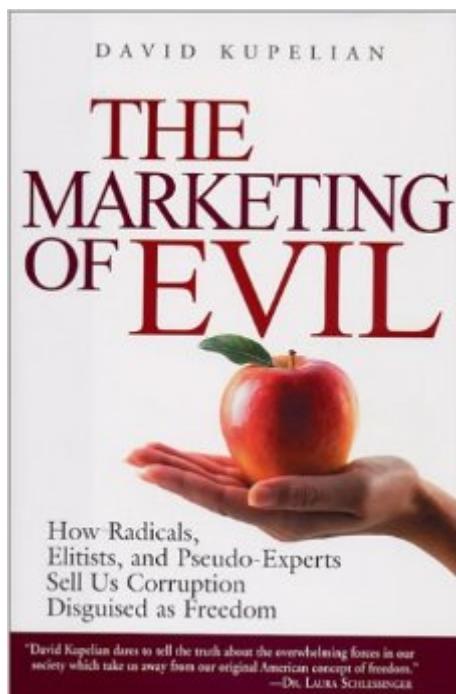


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The Marketing Of Evil: How Radicals, Elitists, And Pseudo-Experts Sell Us Corruption Disguised As Freedom



Synopsis

DAVID KUPELIAN'S CULTURE-WAR BESTSELLER IS NOW AVAILABLE IN PAPERBACK. Millions of Americans today accept ideas and behaviors that would have horrified all previous generations. Why? Why have thousands of years of Judeo-Christian moral standards suddenly been abandoned? What's behind today's divorce epidemic? Why is public prayer being criminalized? Why are 3,000 innocent unborn children aborted daily? In this widely acclaimed exposÃ©, veteran journalist David Kupelian reveals the brilliant marketing strategies that have turned America upside down. "Within the space of our lifetime, much of what Americans once almost universally abhorred has been packaged, perfumed, gift-wrapped, and sold to us as though it had great value. By skillfully playing on our deeply felt national values of fairness, generosity, and tolerance, these marketers have persuaded us to embrace as enlightened and noble that which every other generation has regarded as grossly self-destructive in a word, evil.

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Customer Reviews

When I heard about the OSU college professor feeling unsafe and personally threatened by the prospect of someone reading The Marketing of Evil, curiosity got the better of me. Judging by the reviews here, the book obviously has some learned, thoughtful, and articulate readership. I was moved enough myself by the book to try and add my two cents worth. First, I'm very impressed with how well written and edited the book is. Most non-fiction that is any good might make a worthwhile point every few pages. With this book, it's more like every couple of sentences. It's short and easy

reading, but fully packed. And not one of the topics raised is a puff piece. Each is big, really big, and poignant to today's society. The author discusses ten issues, one per chapter, and I expect any one of them dropped among a random group of people could start a heated argument in about 15 seconds. You can't do a "search inside the book" so here's the 10 topics/chapters:Gay rightsMyth of church-state separationSelling of sexThe 60's generationDestruction of marriageSexual revolution based on fraudulent scienceHijacking of American school systemWorld of illusion created by pressSelling of unrestricted abortionRole of Christianity in AmericaLike I said, heavy-duty stuff. And the author addresses each topic head-on without sarcasm, hyperbole, or sensationalism. He is also very consistent to his theme, i.e., how the radical elements within our society have successfully, and with intent, marketed their particular view to the rest of us. To those that doubt the author's premise, all I can say is I was in college in the 60s and the evidence presented seems right on target to me.

Although primarily directed towards an American audience, this excellent book is no less relevant to the rest of the Western world and the international community as a whole. This extremely well written and penetrating book investigates a plethora of issues, including how today's society has purportedly abandoned what are described as old fashioned notions of "right and wrong" in favour of "consensuality". A way of life where two people can do whatever they want, no matter how "abominable" it may seem, as long as they don't "hurt" anyone else. It being emphasised within the book that, by casting aside such principles, society has arrived at such a "deluded state" that individuals have no clear basis for determining if they are "hurting" another person or not. Heartfelt concern emanates through the text as individuals are described as adopting a lifestyle and attitude that denies the existence of God and His laws and which treads underfoot the Judeo-Christian values upon which our society is cited as being based upon. The study analyses how abortion has allegedly been portrayed as a "choice", a "personal decision" arrived at between a woman and her Doctor, with little or no attention being given to the morality surrounding the issue or the welfare of the unborn child. Although this is not what I would essentially describe as a Christian/religious book, one of the questions asked herein is - "Is there a God ?". This issue is then addressed by further questioning whether man has an "immortal soul" and if our prime responsibility in this life is to be obedient and faithful to God and His laws. The battle of world views and many of today's most contentious issues receive appropriate attention.

"Marketing is the application of the knowledge of human psychology to the task of persuasion." (p.99)--author David Kupelian. This is a great book that points out a lot of things to consider for

conservatives and Christians to better understand our sinful culture and how our society got so bad in the last half century."A well-known Bible verse says, 'Woe unto them that call evil good, and good evil; that put darkness for light, and light for darkness; that put bitter for sweet, and sweet for bitter!' (Isaiah 5:20). Indeed, this book is about how evil is packaged and perfumed to look good--and good to appear evil.I read and listen a lot to Christian conservatives in their books and on the radio, so a lot of this is review for me, but it is a great place to start if you are just now getting interested in turning around our culture. But there are also plenty of little details that I found enlightening, even though I already have been exposed to the larger topics. For example, I did not know that AIDS was originally called 'Gay-Related Immunodeficiency Disease' (GRID), until homosexuals pressured the medical community to switch the name to AIDS (p.20), to take the onus off of sodomy. Even the medical community is susceptible to the negative influence of immoral pressure groups, which in turn effects our culture.David Kupelian has a good chapter on the judicial activist, atheist LIE of Separation of Church & State. He writes how this untrue concept has been used to turn America into a de facto atheistic, secular state!"You rarely hear the actual wording of the First Amendment anymore.

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