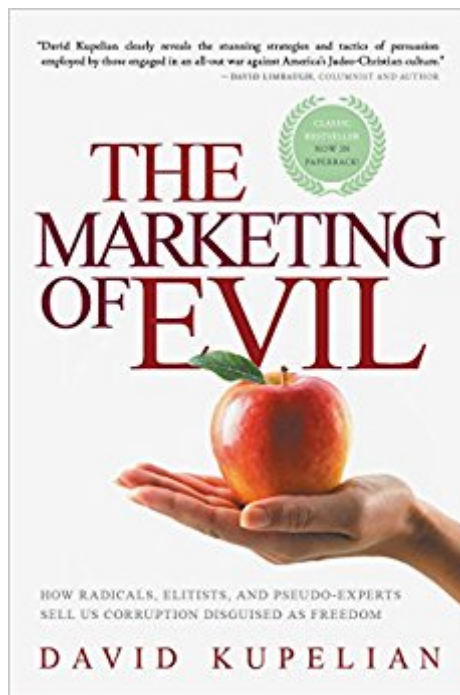


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# The Marketing Of Evil: How Radicals, Elitists, And Pseudo-Experts Sell Us Corruption Disguised As Freedom



## Synopsis

DAVID KUPELIAN'S CULTURE-WAR BESTSELLER IS NOW AVAILABLE IN PAPERBACK! **Â** 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 exposé, 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. —

## Book Information

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## Customer Reviews

—“David Kupelian is one of the most thought-provoking and iconoclastic writers I know. Agree or disagree, David is a must-read if you really want to understand the world we live in and where it's headed.” (SEAN HANNITY, top-rated radio and television host and author) —“Every parent in America needs to read this book. David Kupelian skillfully exposes the secular Left's rotten-apple peddlers in devastating detail.” (MICHELLE

MALKIN, author, nationally syndicated columnist, Fox News analyst) “In The Marketing of Evil, David Kupelian clearly reveals the stunning strategies and tactics of persuasion employed by those engaged in an all-out war against America’s Judeo-Christian culture. If you really want to understand the adversary’s thinking and help turn the tide of battle, read this book!” (DAVID LIMBAUGH, nationally syndicated columnist and author) “David Kupelian is one of the very few must-read writers in the 21st Century. He has the insight and wisdom to perceive the true state of the culture and the world, and he has the incredible ability to tell the Truth in a readable manner that helps the reader not only understand the Truth, but to understand how to redeem America’s culture as well.” (DR. TED BAEHR, chairman of the Christian Film and Television Commission, author, and publisher of MovieGuide®) “The Marketing of Evil is a serious wake-up call for all who cherish traditional values, the innocence of children, and the very existence of our great country.” (DR. LAURA SCHLESSINGER, author and radio talk show host) “Like the dazzling disclosures in the final page of a gripping whodunit or the fascinating revelation of a magician’s secrets, The Marketing of Evil irresistibly exposes how it was done. It will elicit an involuntary “Aha!” from you as you discover who did it, and your soul will soar with optimism as you discover the only way we can undo it. In years to come Americans will acknowledge a debt of gratitude to David Kupelian for his honesty, courage, and laser-like insight in this must-read book.” (RABBI DANIEL LAPIN, author, radio talk show host, and founder of the American Alliance of Jews and Christians) “If you want to preserve the brightness and innocence of your children, I urge you to read The Marketing of Evil.” (MICHAEL FARRIS, president of Patrick Henry College, author, and founder of the Home School Legal Defense Association) “David Kupelian brilliantly explains how a clever, radical elite is persuading Americans to accept evil as good, and good as evil. With precise clarity, the book blows the lid off the most successful and dangerous cultural scams.” (ROBERT KNIGHT, columnist for the Washington Times and senior fellow for the American Civil Rights Union) “Excellent! Simply excellent. If you want to solidify your Christian worldview or just understand what the culture war is all about, you owe it to yourself to read David Kupelian’s The Marketing of Evil.” (DONALD E. WILDMON, chairman and founder of the American Family Association) “One of the best books I’ve read in a long time on what’s really going on and what we can do about it.” (GARY DEMAR, president of American Vision and author of over twenty books, including the three-volume God and Government)

In this groundbreaking and meticulously researched book, David Kupelian peels back the veil of marketing-induced deception to reveal exactly when, where, how and especially why Americans bought into the lies that now threaten the future of the country. For example, few of us realize that the widely revered father of the "sexual revolution" has been irrefutably exposed as a full-fledged sexual psychopath who encouraged pedophilia. Or that giant corporations voraciously competing for America's \$150 billion teen market routinely infiltrate young people's social groups to find out how better to lead children into ever more debauched forms of "authentic self-expression." Likewise, most of us mistakenly believe the abortion rights and gay rights movements were spontaneous, grassroots uprisings of neglected or persecuted minorities wanting to breathe free. Few people realize America was actually sold on abortion thanks to an audacious public relations campaign that relied on fantastic lies and fabrications. Or that the gay rights movement—which transformed America's former view of homosexuals as self-destructive human beings into their current status as victims and cultural heroes—faithfully followed an in-depth, phased plan laid out by professional Harvard-trained marketers. No quarter is given in this riveting, insightful exploration of how lies, both subtle and outrageous, are packaged as truth. From the federal government to the public school system to the news media to the hidden creators of "youth culture," nothing is exempt from the thousand-watt spotlight of Kupelian's journalistic inquiry.

Sometimes a book smacks you in the face. This is one of those books that shows us individually and as a nation the impact that the marketing of evil has given normalcy a new and tragic face.

Incredibly good behind the scenes true narratives about the remaking of American culture. Perhaps the most shocking is that the creators of the marketing admit it's a pack of lies and diverting the real argument, but it's for a good cause (they say).

This book is a great book, I think every Christian should read it to increase their awareness of what goes on in the world around us. It could open up some eyes

Great book and the contents were well put out. I recommended to friends and they all liked it.

The whole idea behind this book is that we've been systematically lied to and manipulated over the past few decades by organizations invested in getting us to change our collective opinions on

accepting what we have always known to be wrong. It's a terrifying insight into how we have actually had our thought processes molded deliberately through Orwellian doublespeak and intimidation tactics to actively change the way society views certain things. The amazing (and enraging) bit is that the author actually sites specific examples and facts that reveal yes, we were manipulated, and yes, it was deliberate. Many of these organizations don't even care, as they believe their ends justify their programs of thought control. Scary stuff, but the kind of stuff we need to know if we are to truly take our own minds back from these master manipulators.

Anyone who cares to know what's happening in our culture and how we got to where we are should read this.

Who knew there is so much evil in the world. The source of the evil is even more frightening than the evil deeds.

nice job exposing evil in this country (USA)

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