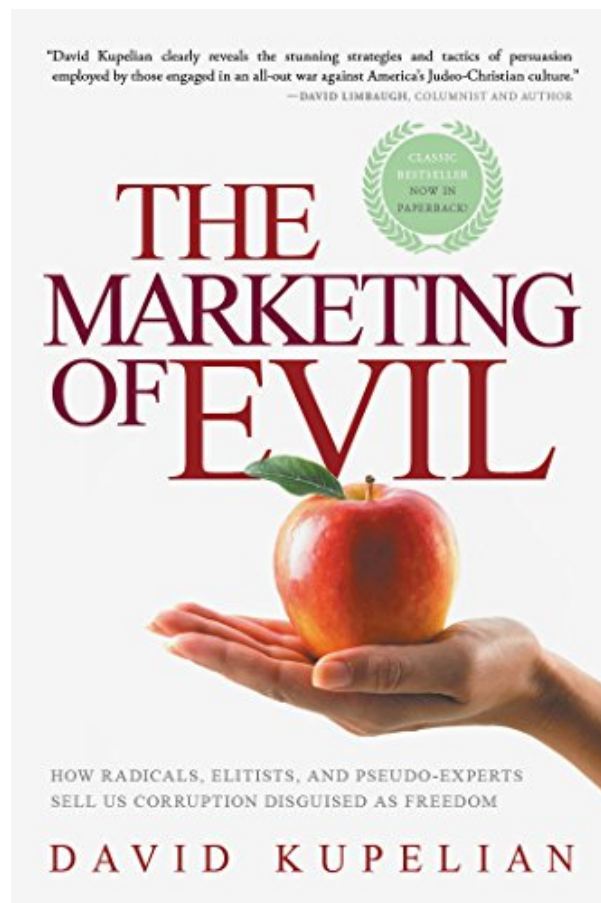


**THE MARKETING OF EVIL: HOW
RADICALS, ELITISTS, AND PSEUDO-
EXPERTS SELL US CORRUPTION
DISGUISED AS FREEDOM BY DAVID
KUPELIAN**



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— DAVID LIMBAUGH, COLUMNIST AND AUTHOR



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Review

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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 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.

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Most helpful customer reviews

523 of 558 people found the following review helpful.

Outstanding, must read

By Dennis Marsali, history teacher

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 rights

Myth of church-state separation

Selling of sex

The 60's generation

Destruction of marriage

Sexual revolution based on fraudulent science

Hijacking of American school system

World of illusion created by press

Selling of unrestricted abortion

Role of Christianity in America

Like 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. And if you don't believe it, then read the admissions of the very people doing the marketing in question. Do some fact checking. Read some of the source material. It is eye popping, depressing, and maybe even scary.

The book is not up lifting, nor intended to be. Reading it is like turning on a bright light in a smelly flophouse. We had a good idea the roaches were in there, but we'd rather let someone else deal with it. (Unfortunately, there's no one else living here but us).

It seems the book's first chapter, gay rights, gets most of the attention from detractors. None of the other chapters are any less weighty or volatile. It's not a book about the evil of gay rights, it's a book about successful marketing. There is much irony here for both the left and the right. The radical left, the avowed enemies of Wal-Mart, capitalism, Christianity, traditional morality, etc. make use of the very tools of the society they condemn, and very much to their personal profit. Meanwhile, those on the right have allowed themselves to be sucked into the moral abyss by the very same tools they hold in such high regard. Nothing to be proud of. It's terribly sobering and thought provoking. That the book might be recommended reading for an incoming freshmen class is the height of sanity to me, definitely not something to be condemned and investigated.

I also find interesting how unenthusiastic and ineffective the negative reviewers are for this book. When Al Franken or Ann Coulter write a book, we can count on the negative reviewers getting in some good shots and collecting a reasonable momentum of fellow reviewers. Not so with *The Marketing of Evil*. Why not? A couple of reasons, I think. First, the author treats each subject and his readers with deep respect. There is no attempt at humor or provocation. He just presents his evidence in a professional and effective manner. Second, the evidence results in a pretty much iron clad case. Detractors just come off looking petty and infantile. The best recourse for those on the left is to not draw attention to this book.

I have a better understanding why the college prof acted the way he did. The act of people reading this book could very well be a threat to your worldview because there is almost no defense against the enlightenment contained. The radical left worldview is built on such an illogical house of cards, the prospect of removing just one (let alone 10!) could indeed be terrifying. All you can do is scurry under the refrigerator or flip on your back and waggle your arms and legs in a fit of mortal hysteria.

Finally, no matter what the subject, I really appreciate books that are well written, succinct, and cut through the fog of muddled, conventional dogma with sincerity and honesty. There are so few! (In the last year I've only come across two ... this one, and Hunicutt's Joe X). Yes, *The Marketing of Evil* may be a bit of a downer (though the last chapter is a good counter balance), but it's also highly clarifying. It's an outstanding book, and an important one to read.

679 of 818 people found the following review helpful.

Signs of the times. Required reading. Excellent.

By M. D Roberts

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. Same sex marriages, paedophilia and the legalisation of homosexuality are among the many issues discussed. Promiscuity is itself cited as being portrayed as just another element of "freedom".

The reader is taken on a journey which reveals how values of fairness, generosity and tolerance have persuaded society and individuals to embrace virtually any type of behaviour or belief - no matter how obviously insane - where such are rationalized so they sound reasonable. Even where lies, both subtle and outrageous, are packaged as truth.

However, it can be seen from the text that such "tolerance" is not reciprocated towards those who adhere to

Judeo-Christian values, where such individuals are cited as being "bigots" etc..

The book maintains that marriage is a "divine institution" between a man and a woman, something cited as being created by and provided for by God, emphasising that marriage embodies commitment, caring, unselfishness, restraint, planning, sacrifice, affection and endless patience, with sex itself being a precious part of such a relationship. Instead such standards are shown to be frowned upon with "easy divorce" and abortion on demand demonstrated as being on the increase.

The role of the media in all these issues is also addressed.

One separate issue in which the media is also described as playing a considerable role is in relation to the Palestinian/Arab - Israeli conflict.

Through a selective approach to this contentious subject, the media is cited as portraying the Israelis as the "aggressor", whereby the viewer/reader is subjected to what is cited herein as the "Trojan Horse of the Arab world".

The book describing how many Arab leaders, who have failed in their avowed intentions to eliminate the Jewish state by military means, now conspire to attain the self-same goal through what is described as "guile and deceit". Propaganda and the media being used as a platform.

Providing examples, the reader is shown how the media allegedly reinforces the Arab cause by the manner in which the conflict is addressed and reported (pages 177 - 181).

The downplaying of terrorism is also mentioned wherein even the use of the "T" word (terrorist) is to be avoided at all costs, except in the context of a quote.

Cited as "hiding behind the pretence of journalistic impartiality", the book studies how de facto activists "masquerade as objective, dispassionate reporters" and purportedly use the same techniques and propaganda employed by professional marketers.

Such allegedly culminating in the advancement of ideologies and agendas hostile to traditional American values.

These claims are made within the context of an impassioned plea for objective, accurate and courageous reporting that would effectively provide society with the "truth" surrounding so many contentious and serious issues.

The book closes with another profound and sincere, plea that we all examine ourselves - quietly, humbly and fervently - before God, seeking His direction and Salvation.

This book may offend those with a secular, humanistic, left-wing outlook but I feel that it is required reading for our time. Indeed, it is one of the best books that I have read for some time. Thank you for your time and patience.

151 of 181 people found the following review helpful.

Read the footnotes . . .

By Y. Feartruth

If only half of what Mr. Kupelian reveals is accurate, then any person who reads this book (regardless of

political, sexual, or religious belief) should be very disturbed. Do you like to be manipulated by questionable practices and data? Wouldn't you rather have the facts so you can make the judgment regardless of the judgment you take? Read the footnotes and the sources cited by Kupelian (often the authors of the "marketing" strategies themselves). If the footnotes, quotes, and other source materials aren't entirely made up by Kupelian (and I haven't found them to be yet), then marvel at the book's revelations.

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