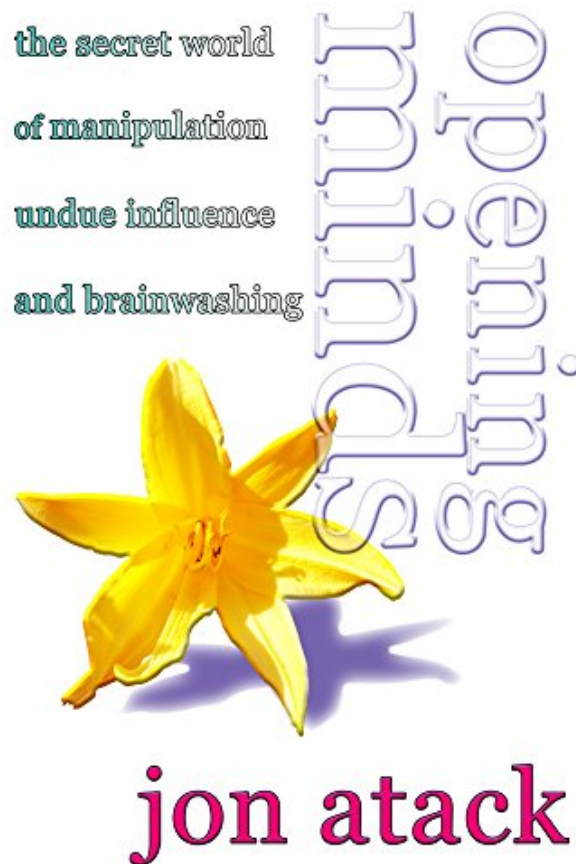


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We live in an age where unethical persuasion is applied every day, all day, to subvert reasoning through direct appeals to one's emotions. Throughout history, people have been unwittingly influenced to act against their own better interests. But today, more sophisticated forms of influence have been devised, posing a significant threat to a free and open society. It is persuasion so sinister and subtle that it can derail critical thinking and overwhelm even the most intelligent of people, reducing them into unthinking compliance. Manipulation, undue influence and brainwashing, or whatever one chooses to call such exploitive persuasion, challenges the very notion of human rights. The use of it by unscrupulous cults, totalitarian groups and abusive individuals is growing at an alarming rate. Yet, undue influence remains a well-kept secret in the media and for the general public. This book will show how the human mind is cajoled into submitting to unethical, uninvited external influence.

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- Format: Kindle eBook

Most helpful customer reviews

10 of 10 people found the following review helpful.

Jon Atack nails it!

By Pete Griffiths

Jon Atack's latest book is quite mind blowing. I thought I understood a lot about manipulation but Jon has opened so many doors to understanding this complex subject by linking many organizations that use mind control techniques from cults to terrorist cells to salesmen and governments and exactly how they achieve it. I recommend everyone reads this, opening minds: the secret world of manipulation, undue influence and brainwashing especially victims of such devices and that is all of us.

8 of 8 people found the following review helpful.

leaving us all wondering just how it is that a human being can be led to do such horrible things - and how to stop it from happening

By Spike

A few words from the author's editor:

I know that I can hardly be called an objective reviewer, but this subject is vitally important to our survival, particularly now, as news comes in from all over about violence perpetrated by extremists, leaving us all wondering just how it is that a human being can be led to do such horrible things - and how to stop it from happening again. Forget banning people from countries, forget dropping bombs on whole populations: that hasn't worked yet, and it will never work. In order to stop the violence, we need to look at why, and perhaps even more importantly, how.

In this important work, Jon not only exposes the levers and pulleys of social interaction, but proposes solid and thought-provoking solutions to how we might better work together to create a safer society, and how, by being responsible citizens, we can keep our public servants accountable and serving us - rather than the other way round. It's been an honor helping him put it together, and I hope it will lead to even more books on the same topic; only when we work together can we draw the sting of undue influence and make our world a better place to live.

8 of 8 people found the following review helpful.

Highly recommended.

By Len Zinberg

While books have been written about the many abuses of Scientology, only a very few have managed to de-construct the coercive nature and abusive undue influence that it exerts on its adherents.

With honesty, courage and compassion, Jon Atack manages to peel back the superficial public layers of the Scientological onion to reveal the true dark aims of this totalitarian, destructive organization.

In our current era of ISIS and al Qaeda, it becomes more important than ever to understand the fanaticism that informs totalistic thought groups and the attraction of these groups.

John Atack's books offer the reader rare insights into the "prison of belief" that such groups construct..

Highly recommended.

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