



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

David Kupelian

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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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