

Read Book Thought Reform And The Psychology Of Totalism A Study  
Brainwashing In China Robert Jay Lifton

# **Thought Reform And The Psychology Of Totalism A Study Brainwashing In China Robert Jay Lifton**

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## **Cults in Our Midst**

Longlisted for the PEN America/E.O. Wilson Prize for Literary Science Writing “Well worth the read. . . . [A] prescient handoff to the next generation of scholars.” —The Washington Post From “one of the world’s foremost thinkers” (Bill Moyers), a profound, hopeful, and timely call for an emerging new collective consciousness to combat climate change Over his long career as witness to an extreme twentieth century, National Book Award-winning psychiatrist, historian, and public intellectual Robert Jay Lifton has grappled with the profound effects of nuclear war, terrorism, and genocide. Now he shifts to climate change, which, Lifton writes, “presents us with what may be the most demanding and unique psychological task ever required of humankind,” what he describes as the task of mobilizing our imaginative resources toward climate sanity. Thanks to the power of corporate-funded climate denialists and the fact that “with its slower, incremental sequence, [climate change] lends itself less to the apocalyptic drama,” a large swathe of humanity has numbed themselves to the reality of climate change. Yet Lifton draws a message of hope from the Paris climate meeting of 2015 where representatives of virtually all nations joined in the recognition that we are a single species in deep trouble. Here, Lifton suggests in this lucid and moving book that recalls Rachel Carson and Jonathan Schell, was evidence of how we might call upon the human mind—“our greatest evolutionary asset”—to translate a growing species awareness—or “climate swerve”—into action to sustain our habitat and

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civilization.

## **Thought Reform and the Psychology of Totalism**

Just Medicine offers us a new, effective, and innovative plan to regulate implicit biases and eliminate the inequalities they cause, and to save the lives they endanger. Over 84,000 black and brown lives are needlessly lost each year due to health disparities, the unfair, unjust, and avoidable differences between the quality and quantity of health care provided to Americans who are members of racial and ethnic minorities and care provided to whites. Health disparities have remained stubbornly entrenched in the American health care system—and in Just Medicine Dayna Bowen Matthew finds that they principally arise from unconscious racial and ethnic biases held by physicians, institutional providers, and their patients. Implicit bias is the single most important determinant of health and health care disparities. Because we have missed this fact, the money we spend on training providers to become culturally competent, expanding wellness education programs and community health centers, and even expanding access to health insurance will have only a modest effect on reducing health disparities. We will continue to utterly fail in the effort to eradicate health disparities unless we enact strong, evidence-based legal remedies that accurately address implicit and unintentional forms of discrimination, to replace the weak, tepid, and largely irrelevant legal remedies currently available. Our continued failure to fashion an effective response

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that purges the effects of implicit bias from American health care, Matthew argues, is unjust and morally untenable. In this book, she unites medical, neuroscience, psychology, and sociology research on implicit bias and health disparities with her own expertise in civil rights and constitutional law.

### **Just Medicine**

Presents a groundbreaking investigation into the origins of morality at the core of religion and politics, offering scholarly insight into the motivations behind cultural clashes that are polarizing America.

### **Behave**

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### **The Climate Swerve**

### **Rethinking Adult ADHD**

“SINCE 1933, when a completely drugged and trial-conditioned human wreck

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confessed to having started the Reichstag fire in Berlin, Dr. Joost A. M. Meerloo has studied the methods by which systematic mental pressure brings people to abject submission, and by which totalitarians imprint their subjective “truth” on their victims’ minds. The first two and one-half years of WWII, Dr. Meerloo spent under the pressure of Nazi-occupied Holland, witnessing at first-hand the Nazi methods of mental torture on more than one occasion. Then, after personal experiences with enforced interrogation, he escaped from a Nazi prison and certain death to England, where he was able, as Chief of the Psychological Department of the Netherlands Forces, to observe and study coercive methods officially. After the war, he came to the United States. As more and more cases of thought control, brainwashing, and mental coercion were disclosed - Cardinal Mindszenty, Colonel Schwable, Robert Vogeler, and others - his interest grew. It was Dr. Meerloo who coined the word menticide, the killing of the spirit, for this peculiar crime. It is Dr. Meerloo’s position that through pressure on the weak points in men’s makeup, totalitarian methods can turn anyone into a “traitor.” And in *The Rape of the Mind* he goes far beyond the direct military implications of mental torture to describing how our own culture unobtrusively shows symptoms of pressurizing people’s minds. He presents a systematic analysis of the methods of brainwashing and mental torture and coercion, and shows how totalitarian strategy, with its use of mass psychology, leads to systematized “rape of the mind.” He describes the new age of cold war with its mental terror, verbocracy, and semantic fog, the use of fear as a tool of mass submission and the problem of treason and loyalty, so

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loaded with dangerous confusion. The Rape of the Mind is written for the interested layman, not only for experts and scientists.”-Print ed.

### **Institutionalized Persuasion**

This book offers the first detailed study of the essential relationship between thought reform and the “dangerous classes”—the prostitutes, beggars, petty criminals, and other “lumpenproletarians” the Communists saw as a threat to society and the revolution. Aminda Smith takes readers inside early-PRC reformatories, where the new state endeavored to transform “vagrants” into members of the laboring masses. As places where “the people” were literally created, these centers became testing grounds for rapidly changing ideas and experiments about thought reform and the subjects they produced. Smith explores reformatories as institutions dedicated to molding new socialist citizens and as symbolic spaces in which internees, cadres, and the ordinary masses made sense of what it meant to be a member of the people in the People’s Republic. Drawing on extensive, previously unavailable source material, she offers convincing answers to much-debated questions about the development and future of Chinese political culture.

### **Mindset: The New Psychology of Success**

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Estimates indicate that as many as 1 in 4 Americans will experience a mental health problem or will misuse alcohol or drugs in their lifetimes. These disorders are among the most highly stigmatized health conditions in the United States, and they remain barriers to full participation in society in areas as basic as education, housing, and employment. Improving the lives of people with mental health and substance abuse disorders has been a priority in the United States for more than 50 years. The Community Mental Health Act of 1963 is considered a major turning point in America's efforts to improve behavioral healthcare. It ushered in an era of optimism and hope and laid the groundwork for the consumer movement and new models of recovery. The consumer movement gave voice to people with mental and substance use disorders and brought their perspectives and experience into national discussions about mental health. However over the same 50-year period, positive change in American public attitudes and beliefs about mental and substance use disorders has lagged behind these advances. Stigma is a complex social phenomenon based on a relationship between an attribute and a stereotype that assigns undesirable labels, qualities, and behaviors to a person with that attribute. Labeled individuals are then socially devalued, which leads to inequality and discrimination. This report contributes to national efforts to understand and change attitudes, beliefs and behaviors that can lead to stigma and discrimination. Changing stigma in a lasting way will require coordinated efforts, which are based on the best possible evidence, supported at the national level with multiyear funding, and planned and implemented by an effective coalition of representative

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stakeholders. Ending Discrimination Against People with Mental and Substance Use Disorders: The Evidence for Stigma Change explores stigma and discrimination faced by individuals with mental or substance use disorders and recommends effective strategies for reducing stigma and encouraging people to seek treatment and other supportive services. It offers a set of conclusions and recommendations about successful stigma change strategies and the research needed to inform and evaluate these efforts in the United States.

### **Thought Reform and the Psychology of Totalism**

The anthrax incidents following the 9/11 terrorist attacks put the spotlight on the nation's public health agencies, placing it under an unprecedented scrutiny that added new dimensions to the complex issues considered in this report. The Future of the Public's Health in the 21st Century reaffirms the vision of Healthy People 2010, and outlines a systems approach to assuring the nation's health in practice, research, and policy. This approach focuses on joining the unique resources and perspectives of diverse sectors and entities and challenges these groups to work in a concerted, strategic way to promote and protect the public's health. Focusing on diverse partnerships as the framework for public health, the book discusses: The need for a shift from an individual to a population-based approach in practice, research, policy, and community engagement. The status of the governmental public health infrastructure and what needs to be

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improved, including its interface with the health care delivery system. The roles nongovernment actors, such as academia, business, local communities and the media can play in creating a healthy nation. Providing an accessible analysis, this book will be important to public health policy-makers and practitioners, business and community leaders, health advocates, educators and journalists.

### **Thought Reform and China's Dangerous Classes**

Informed by Erik Erikson's concept of the formation of ego identity, this book, which first appeared in 1961, is an analysis of the experiences of fifteen Chinese citizens and twenty-five Westerners who underwent "brainwashing" by the Communist Chinese government. Robert Lifton constructs these case histories through personal interviews and outlines a thematic pattern of death and rebirth, accompanied by feelings of guilt, that characterizes the process of "thought reform." In a new preface, Lifton addresses the implications of his model for the study of American religious cults.

### **Brainwashing**

Why do we do the things we do? Over a decade in the making, this game-changing book is Robert Sapolsky's genre-shattering attempt to answer that question as fully

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as perhaps only he could, looking at it from every angle. Sapolsky's storytelling concept is delightful but it also has a powerful intrinsic logic: he starts by looking at the factors that bear on a person's reaction in the precise moment a behavior occurs, and then hops back in time from there, in stages, ultimately ending up at the deep history of our species and its genetic inheritance. And so the first category of explanation is the neurobiological one. What goes on in a person's brain a second before the behavior happens? Then he pulls out to a slightly larger field of vision, a little earlier in time: What sight, sound, or smell triggers the nervous system to produce that behavior? And then, what hormones act hours to days earlier to change how responsive that individual is to the stimuli which trigger the nervous system? By now, he has increased our field of vision so that we are thinking about neurobiology and the sensory world of our environment and endocrinology in trying to explain what happened. Sapolsky keeps going--next to what features of the environment affected that person's brain, and then back to the childhood of the individual, and then to their genetic makeup. Finally, he expands the view to encompass factors larger than that one individual. How culture has shaped that individual's group, what ecological factors helped shape that culture, and on and on, back to evolutionary factors thousands and even millions of years old. The result is one of the most dazzling tours de horizon of the science of human behavior ever attempted, a majestic synthesis that harvests cutting-edge research across a range of disciplines to provide a subtle and nuanced perspective on why we ultimately do the things we do for good and for ill.

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Sapolsky builds on this understanding to wrestle with some of our deepest and thorniest questions relating to tribalism and xenophobia, hierarchy and competition, morality and free will, and war and peace. Wise, humane, often very funny, Behave is a towering achievement, powerfully humanizing, and downright heroic in its own right.

**Lies! Lies!! Lies!!!**

### **Solitary Confinement**

In 2012, Mormon General Authority Marlin K. Jensen acknowledged that members are leaving the Church of Jesus Christ of Latter-day Saints "in droves." Access to the internet is often credited and blamed for this mass exodus, where members learn about problematic doctrines and cover-ups of LDS history. Many are happy as Mormons. And many are not. Those who leave, and those doubters who stay, face struggles that few others can understand. Much of this suffering is caused by manipulative and controlling techniques pervasive throughout LDS doctrines and culture. Understanding these techniques will help recovering Mormons overcome the effects of belonging to a high-demand group. As a former Mormon, Luna Lindsey experienced this coercive persuasion firsthand. Recovering Agency

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presents years of research into social psychology and the science of cult dynamics, to describe 31 mind control techniques, alongside examples of their use in Mormon scripture, lessons, and from the pulpit. Even if you have never been Mormon, chances are that coercive influence techniques have been used to manipulate you at some point. Turn the pages and learn the answers to longstanding questions about this unique American religion and about the human mind.

### **Countering online hate speech**

No one is better equipped than psychiatrist Robert Jay Lifton-a leading scholar of thought control and mass violence- to make sense of the extreme moment. From Hiroshima survivors to Nazi doctors, from Vietnam veterans to the cult that sarin-gassed the Tokyo subways, he has explained to us global apocalyptic urges, the ravages of psychic numbness, and the psychology of the survivor. Now, as al-Qaeda's desire to purify the earth of "evil" meets the unilateral urge to dominate the globe's sole superpower, Lifton believes we have arrived at a remarkably perilous moment. The United States-from its leaders to much of its people-feels itself painfully vulnerable and thinks of itself as a survivor nation. The combination of such feelings roiling through the land over the last year and an administration with unprecedented military power bent on dominating and purifying the earth adds up to an intensely dangerous atmosphere-in fact, a "syndrome." Unfortunately, there is no therapy available for empires-or rather, the only therapy

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available is self-prescribed. But while Lifton can't be therapist to the earth's last superpower, he can bring together a half century of wisdom and apply it to Superpower Syndrome.

### **The Future of the Public's Health in the 21st Century**

Bringing the worlds of neuroscience and social psychology together, this book examines the ethical problems involved in carrying out the required experiments on humans, the limitations of animal models, and the frightening implications of such research. It also explores the history of thought-control and shows how it exists around us.

### **Accounting Thought and Practice Reform**

Reports on a broad spectrum of alternative therapies--such as alien-abduction, channeling, inner-child work, flower essence therapy, and karmic astrology--all of which the authors contend are doing more harm than good to those who are hoping for help. 15,000 first printing.

### **Battle For The Mind**

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Describes a psychological trend that sees the self as becoming fluid and many-sided as a resilient answer to confusion and changing moorings of modern living.

### **Psychological Theory and Educational Reform**

Fully revised and updated, the second edition of the International Encyclopedia of the Social and Behavioral Sciences, first published in 2001, offers a source of social and behavioral sciences reference material that is broader and deeper than any other. Available in both print and online editions, it comprises over 3,900 articles, commissioned by 71 Section Editors, and includes 90,000 bibliographic references as well as comprehensive name and subject indexes. Provides authoritative, foundational, interdisciplinary knowledge across the wide range of behavioral and social sciences fields Discusses history, current trends and future directions Topics are cross-referenced with related topics and each article highlights further reading

### **The Rape of the Mind: The Psychology of Thought Control, Menticide, and Brainwashing**

A definitive account of the psychology of zealotry, from a National Book Award winner and a leading authority on the nature of cults, political absolutism, and mind control In this unique and timely volume Robert Jay Lifton, the National Book

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Award-winning psychiatrist, historian, and public intellectual proposes a radical idea: that the psychological relationship between extremist political movements and fanatical religious cults may be much closer than anyone thought. Exploring the most extreme manifestations of human zealotry, Lifton highlights an array of leaders—from Mao to Hitler to the Japanese apocalyptic cult leader Shōkō Asahara to Donald Trump—who have sought the control of human minds and the ownership of reality. Lifton has spent decades exploring psychological extremism. His pioneering concept of the “Eight Deadly Sins” of ideological totalism—originally devised to identify “brainwashing” (or “thought reform”) in political movements—has been widely quoted in writings about cults, and embraced by members and former members of religious cults seeking to understand their experiences. In *Losing Reality* Lifton makes clear that the apocalyptic impulse—that of destroying the world in order to remake it in purified form—is not limited to religious groups but is prominent in extremist political movements such as Nazism and Chinese Communism, and also in groups surrounding Donald Trump. Lifton applies his concept of “malignant normality” to Trump’s efforts to render his destructive falsehoods a routine part of American life. But Lifton sees the human species as capable of “regaining reality” by means of our “protean” psychological capacities and our ethical and political commitments as “witnessing professionals.” Lifton weaves together some of his finest work with extensive new commentary to provide vital understanding of our struggle with mental predators. *Losing Reality* is a book not only of stunning scholarship, but also of huge

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relevance for these troubled times.

### **Witness to an Extreme Century**

On a fateful day in the spring of 1954 Robert Jay Lifton, a young American psychiatrist just discharged from service in the Korean War, decided to stay in Hong Kong rather than return home—changing his life plans entirely—so that he could continue work that had enthralled him, interviewing people subjected to Chinese thought reform. He had plunged into uncharted territory in probing the far reaches of the human psyche, as he would repeatedly in the years ahead, and his Hong Kong research provided the first understanding of the insidious process that came to be known as brainwashing. From that day in Hong Kong forward, Lifton has probed into some of the darkest episodes of human history, bearing his unique form of psychological witness to the sources and consequences of collective violence and trauma, as well as to our astonishing capacity for resilience. In this long-awaited memoir, Lifton charts the adventurous and constantly surprising course of his fascinating life journey, a journey that took him from what a friend of his called a “Jewish Huck Finn childhood” in Brooklyn to friendships with many of the most influential intellectuals, writers, and artists of our time—from Erik Erikson, David Riesman, and Margaret Mead, to Howard Zinn and Kurt Vonnegut, Stanley Kunitz, Kenzaburo Oe, and Norman Mailer. In his remarkable study of Hiroshima survivors, he explored the human consequences of nuclear weapons, and then

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went on to uncover dangerous forms of attraction to their power in the spiritual disease he calls nuclearism. During riveting face-to-face interviews with Nazi doctors, he illuminated the reversal of healing and killing in ordinary physicians who had been socialized to Nazi evil. With Vietnam veterans he helped create unprecedented “rap groups” in which much was revealed about what we now call post-traumatic stress disorder, helping veterans draw upon their experience for valuable, even prophetic, insights about atrocity and war. As a pioneer in psychohistory, Lifton’s encounters with the consequences of cruelty and destructiveness led him to become a passionate social activist, lending a powerful voice of conscience to the suppressed truths of the Vietnam War and the dangers of nuclear weapons. Written with the warmth of spirit—along with the humor and sense of absurdity—that have made Lifton a beloved friend and teacher to so many, *Witness to an Extreme Century* is a moving and deeply thought-provoking story of one man’s extraordinary commitment to looking into the abyss of evil in order to help us move beyond it.

### **Recovering Agency**

Informed by Erik Erikson's concept of the formation of ego identity, this book, which first appeared in 1961, is an analysis of the experiences of fifteen Chinese citizens and twenty-five Westerners who underwent "brainwashing" by the Communist Chinese government. Robert Lifton constructs these case histories

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through personal interviews and outlines a thematic pattern of death and rebirth, accompanied by feelings of guilt, that characterizes the process of "thought reform." In a new preface, Lifton addresses the implications of his model for the study of American religious cults.

### **Beyond Invisible Walls**

### **The Cult of Trump**

Raymond John Chambers was born just over a century ago on 16 November 1917. It is more than fifty years since his first classic, *Accounting, Evaluation and Economic Behavior*, was published, more than forty since *Securities and Obscurities: Reform of the Law of Company Accounts* (republished in 1980 as *Accounting in Disarray*) and over twenty since the unique *An Accounting Thesaurus: Five Hundred Years of Accounting*. They are drawn upon extensively in this biography of Chambers' intellectual contributions, as are other of his published works. Importantly, we also analyze archival correspondence not previously examined. While Chambers provided several bibliographical summaries of his work, without the benefits of reviewing and interspersing the text with correspondence materials from the Chambers Archive this study would lack an

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appreciation of the impact of his early childhood, and nuances related to his practical (including numerous consultancies) and academic experiences. The 'semi-biographical narrative' codifies article and editorial length exercises by the authors drawing on parts of the archive related to theory development, measurement and communication. Other parts are also examined. This allows us to respond to those critics who claim his reforms were naive. They further reveal a man of theory and practice, whose theoretical ideas were solidly grounded on observations from his myriad interests and experiences. Many of his practical experiences have not been examined previously. This approach and the first book-length biography differentiates this work from earlier analyses of Chambers' contribution to the accounting literature. We provide evidence to support the continued push for the reforms he proposed to accepted accounting thought and practice to ensure accounting is the serviceable technology so admired by Pacioli, Da Vinci and many other Renaissance pioneers. It will be of interest to researchers, educators, practitioners and regulators alike.

### **The Oxford Handbook of the Psychology of Working**

Articulates concepts and principles developed by Lifton through various studies and writings, integrating Freudian and post-Freudian assumptions into a view of life's continuity and the self's powers of assimilation and renewal

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### **Coercive Persuasion**

In Japan, "hibakusha" means "the people affected by the explosion--specifically, the explosion of the atomic bomb in Hiroshima in 1945. In this classic study, winner of the 1969 National Book Award in Science, Lifton studies the psychological effects of the bomb on 90,000 survivors. He sees this analysis as providing a last chance to understand--and be motivated to avoid--nuclear war. This compassionate treatment is a significant contribution to the atomic age.

### **Ending Discrimination Against People with Mental and Substance Use Disorders**

This book is a first of its kind exploration of the common beliefs that underlie and maintain ADHD in adults. It offers a blueprint to help clients overcome ADHD symptoms using cognitive behavior therapy.

### **Destroying the World to Save It**

A collection of important recent work on the counterfactual analysis of causation.

### **The Protean Self**

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National Book Award winner and renowned psychiatrist Robert Jay Lifton reveals a world at risk from millennial cults intent on ending it all. Since the earliest moments of recorded history, prophets and gurus have foretold the world's end, but only in the nuclear age has it been possible for a megalomaniac guru with a world-ending vision to bring his prophecy to pass. Now Robert Jay Lifton offers a vivid and disturbing case in point in this chilling exploration of Aum Shinrikyo, the Japanese cult that released sarin nerve gas in the Tokyo subways. With unprecedented access to former Aum members, Lifton has produced a pathbreaking study of the inner life of a modern millennial cult. He shows how Aum's guru Shoko Asahara (charismatic spiritual leader, con man, madman) created a religion from a global stew of New Age thinking, ancient rituals, and apocalyptic science fiction, then recruited scientists as disciples and set them to producing weapons of mass destruction. Taking stock as well of Charles Manson, Heaven's Gate, and the Oklahoma City bombers, Lifton confronts the frightening possibility of a twenty-first century in which cults and terrorists may be able to bring about their own holocausts. Bold and compelling, *Destroying the World to Save It* charts the emergence of a new global threat of urgent concern to us all.

### **Terror, Love and Brainwashing**

Lies! Lies!! Lies!!! The Psychology of Deceit looks beyond compulsive liars in our

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society and considers the ongoing flood of lies that we as human beings experience every day. Who lies? Not just children, politicians, advertisers, and salespeople. Our co-workers lie. Our friends lie. Our relatives lie. And we lie to them. Everybody lies. We learn to lie and to detect deceit as a developmental task. Dr. Ford's philosophy is that lying is part of the bridge between one's internal world (beliefs, perceptions, expectations, fantasies) and one's external world (reality). Lies work not only to deceive others but to deceive ourselves. This book shines a spotlight on an understudied phenomenon that affects us all as we raise children, choose a relationship, move forward with a career path, or buy a used car.

### **Switch**

### **Losing Reality**

Institutionalized Persuasion provides new information about the history and dynamics of coercion in residential teen treatment settings. While private sector programs continue to make millions utilizing dangerous yet unregulated methods, adolescents are abused each year in the name of treatment. By addressing the root causes of harm and presenting new strategies for the prevention of institutional child abuse, Institutionalized Persuasion offers a unique perspective on

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a highly controversial, persistent problem.

### **Crazy Therapies**

Researchers and practitioners interested in the role of work in people's lives are faced with the need for new perspectives to support clients, communities, and organizations. This handbook is designed to fill this gap in the literature by focusing on the full spectrum of people who work and who want to work across the diverse contexts that frame working in the 21st century.

### **Death in Life**

A masterful and eye-opening examination of Trump and the coercive control tactics he uses to build a fanatical devotion in his supporters written by “an authority on breaking away from cults...an argument that...bears consideration as the next election cycle heats up” (Kirkus Reviews). Since the 2016 election, Donald Trump’s behavior has become both more disturbing and yet increasingly familiar. He relies on phrases like, “fake news,” “build the wall,” and continues to spread the divisive mentality of us-vs.-them. He lies constantly, has no conscience, never admits when he is wrong, and projects all of his shortcomings on to others. He has become more authoritarian, more outrageous, and yet many of his followers

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remain blindly devoted. Scott Adams, the creator of Dilbert and a major Trump supporter, calls him one of the most persuasive people living. His need to squash alternate information and his insistence of constant ego stroking are all characteristics of other famous leaders—cult leaders. In *The Cult of Trump*, mind control and licensed mental health expert Steven Hassan draws parallels between our current president and people like Jim Jones, David Koresh, Ron Hubbard, and Sun Myung Moon, arguing that this presidency is in many ways like a destructive cult. He specifically details the ways in which people are influenced through an array of social psychology methods and how they become fiercely loyal and obedient. Hassan was a former “Moonie” himself, and he presents a “thoughtful and well-researched analysis of some of the most puzzling aspects of the current presidency, including the remarkable passivity of fellow Republicans [and] the gross pandering of many members of the press” (Thomas G. Gutheil, MD and professor of psychiatry, Harvard Medical School). *The Cult of Trump* is an accessible and in-depth analysis of the president, showing that under the right circumstances, even sane, rational, well-adjusted people can be persuaded to believe the most outrageous ideas. “This book is a must for anyone who wants to understand the current political climate” (Judith Stevens-Long, PhD and author of *Living Well, Dying Well*).

### **Superpower Syndrome**

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Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients
- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping
- The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

## **International Encyclopedia of the Social & Behavioral Sciences**

Extensive interviews reveal the psychological effects of the Vietnam War on American soldiers, focusing on their common struggles to cope with killing and dying

### **The Righteous Mind**

Written by a cult survivor and renowned expert on cults and totalitarianism, *Terror, Love and Brainwashing* draws on the author's 25 years of study and research to explain how almost anyone, given the right set of circumstances, can be radically manipulated to engage in otherwise incomprehensible and often dangerous acts. Illustrated with compelling stories from a range of cults and totalitarian systems, from religious to political to commercial, the book defines and analyses the common and identifiable traits that underlie almost all these groups. It focuses on how charismatic, authoritarian leaders control their followers' attachment relationships via manipulative social structures and ideologies so that, emotionally and cognitively isolated, they become unable to act in their own survival interests. Using the evolutionary theory of attachment to demonstrate the psychological impact of these environments, and incorporating the latest neuroscientific findings, Stein illustrates how the combined dynamic of terror and 'love' works to break

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down people's ability to think and behave rationally. From small local cults to global players like ISIS and North Korea, the impact of these movements is widespread and growing. This important book offers clarity and a unique perspective on the dynamics of these systems of control, and concludes with guidance to foster greater awareness and prevention. It will be essential reading for mental health professionals in the field, as well as policy makers, legal professionals, cult survivors, and their families, as well as anyone with an interest in these disturbing groups. Students of social and developmental psychology will also find it fascinating.

### **The Life Of The Self**

We have still much to learn as to the laws according to which the mind and body act on one another, and according to which one mind acts on another; but it is certain that a great part of this mutual action can be reduced to general laws, and that the more we know of such laws the greater our power to benefit others will be.

### **Causation and Counterfactuals**

Prolonged solitary confinement has become a widespread and standard practice in U.S. prisons—even though it consistently drives healthy prisoners insane, makes

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the mentally ill sicker, and, according to the testimony of prisoners, threatens to reduce life to a living death. In this profoundly important and original book, Lisa Guenther examines the death-in-life experience of solitary confinement in America from the early nineteenth century to today's supermax prisons. Documenting how solitary confinement undermines prisoners' sense of identity and their ability to understand the world, Guenther demonstrates the real effects of forcibly isolating a person for weeks, months, or years. Drawing on the testimony of prisoners and the work of philosophers and social activists from Edmund Husserl and Maurice Merleau-Ponty to Frantz Fanon and Angela Davis, the author defines solitary confinement as a kind of social death. It argues that isolation exposes the relational structure of being by showing what happens when that structure is abused—when prisoners are deprived of the concrete relations with others on which our existence as sense-making creatures depends. Solitary confinement is beyond a form of racial or political violence; it is an assault on being. A searing and unforgettable indictment, *Solitary Confinement* reveals what the devastation wrought by the torture of solitary confinement tells us about what it means to be human—and why humanity is so often destroyed when we separate prisoners from all other people.

### **Thought Reform and the Psychology of Totalism**

Thought Reform and the Psychology of Totalism: A Study of 'brainwashing' in China

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## **Home from the War: Vietnam Veterans: Neither Victims Nor Executioners**

Explains how to recognize cults, and argues that cults are infiltrating the workplace in the guise of training programs and workshops.

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