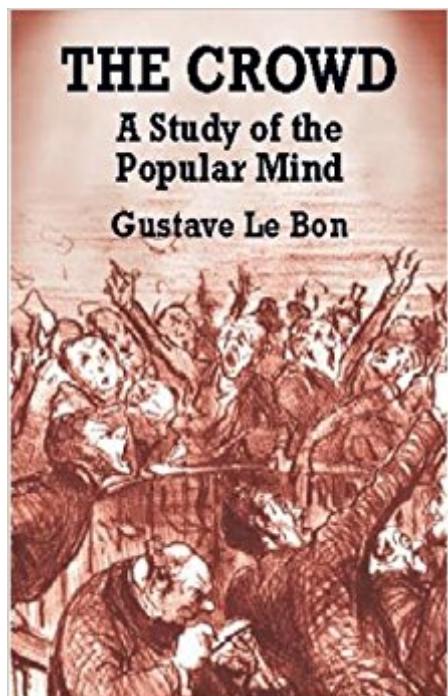


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The Crowd: A Study Of The Popular Mind



Synopsis

One of the most influential works of social psychology in history, *The Crowd* was highly instrumental in creating this field of study by analyzing, in detail, mass behavior. The book had a profound impact not only on Freud but also on such twentieth-century masters of crowd control as Hitler and Mussolini — both of whom may have used its observations as a guide to stirring up popular passions. In the author's words, "The masses have never thirsted after the truth. Whoever can supply them with illusions is easily their master; whoever attempts to destroy their illusions is always their victim." Although the volume focuses on crowd psychology, it is also brilliantly instructive on the effects of the generally accepted beliefs of a nation's citizenry on the processes of history. Among the topics covered here are general characteristics and mental unity of the crowd; the crowd's sentiments and morality; its ideas, reasoning power, and imagination; opinions and beliefs of crowds and the means used by leaders to persuade; classification of crowds, including criminal and electrical assemblages, as well as the functioning of criminal juries and parliamentary assemblies. A must-read volume for students of history, sociology, law, and psychology, *The Crowd* will also be invaluable to politicians, statesmen, investors, and marketing managers. "Any study of crowd behavior, popular psychology, fascism, etc. would do well to begin with Le Bon's work." — Anson Rabinbach, Professor of History, Princeton University.

Book Information

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Customer Reviews

"Insightful for its apprehension of the primitive nature of crowds..."

Text: English (translation) Original Language: French --This text refers to an out of print or unavailable edition of this title.

It's a little dated but is useful. By dated, I mean that Le Bon calls crowds "feminine". He means Freudian Feminine - stupid, crazy, horny, hysterical, hallucinating, can swing one way one minute, but go the other the next.

This is core knowledge for anyone who want to understand how the world really works.

This is LeBon's seminal work on the collective behavior and psychology of crowds. Critics have long claimed that LeBon is hard to comprehend , yet I found this book to be a very informative and understandable .

Should be on the must-read list for high school, so our kids would understand why we say, "Don't follow the crowd!"

This is an amazing book. It sheds light on how easy it is to get crowds to believe things that they should not. We see it going on today. Necessary reading.

This should've been 100 pages or less. It read more like a technical manual in university psychology on group think. I found myself fortunate to discover diamonds riddled in fluff as I reluctantly endured Gustave's misogynistic viewpoints. Infusing megalomania with enlightenment does make it difficult to refute his hypotheses. Some sections require two or three readings to comprehend a book translated from 19th century French to English. Nonetheless, his observations regarding the shaping of an entire nation's collective consciousness resonate in today's post industrial society. I would have just edited about 1/3 of the book.

A must read for education and understanding of how the mob is formed and carries out its deeds. Quite relevant for today!

amazing how a book written so long ago applies so appropriately today. I guess it goes to show the facts don't change.

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