

[PDF] Virus Of The Mind: The New Science Of The Meme

Richard Brodie - pdf download free book



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Description:

If you've ever wondered how and why people become robotically enslaved by advertising, religion, sexual fantasy, and cults, wonder no more. It's all because of "mind viruses," or "memes," and those who understand how to plant them into other's minds. This is the first truly accessible book about memes and how they make the world go 'round.

Of course, like all good memes, the ideas in Brodie's book are double-edged swords. They can vaccinate against the effects of cognitive viruses, but could also be used by those seeking power to gain it even more effectively. If you don't want to be left behind in the coevolutionary arms race between infection and protection, read about memes. --This text refers to an alternate edition.

Review Anyone who wants to be involved in media in the next ten years must understand memetics and must read *Virus of the Mind*. -- *Danny Bannister, President, The Mental Fitness Company, Inc.* -- This text refers to an alternate edition.

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