



# Marketing of Evil Coral Ridge Ministries Edition

*David Kupelian*

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## **Marketing of Evil Coral Ridge Ministries Edition** David Kupelian

Americans have come to tolerate, embrace and even champion many things that would have horrified their parents' generation—from easy divorce and unrestricted abortion-on-demand to extreme body piercing and teaching homosexuality to grade-schoolers. Does that mean today's Americans are inherently more morally confused and depraved than previous generations? Of course not, says veteran journalist David Kupelian. But they have fallen victim to some of the most stunningly brilliant and compelling marketing campaigns in modern history. The Marketing of Evil reveals how much of what Americans once almost universally abhorred has been packaged, perfumed, gift-wrapped and sold to them as though it had great value. Highly skilled marketers, playing on our deeply felt national values of fairness, generosity and tolerance, have persuaded us to embrace as enlightened and noble that which all previous generations since America's founding regarded as grossly self-destructive—in a word, evil. In this groundbreaking and meticulously researched book, Kupelian peels back the veil of marketing-induced deception to reveal exactly when, where, how, and especially why Americans bought into the lies that now threaten the future of the country.

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