

# The Marketing of Evil

I am presently reading a book written by David Kupelian, i.e., *The Marketing of Evil*. The book has a 2005 Copyright. Kupelian deals with a cultural war wherein the hearts, minds, conduct, and the general moral compass of our society is being changed. Kupelian addresses these societal issues from the standpoint of what is being marketed, and sold to the American people. Lord willing, we will be considering some of these issues, not on the basis, per se, as to what is coming, but what has come to pass over the past twelve years since the book was published. We will begin by considering reviews of the book and their estimation of Kupelian's assessment in light of what we know has transpired since the book was published twelve years ago. Mr. Kupelian's book deals with some subjects which are common to the local nightly news. These are just a few:

1. *Selling "Gay Rights" to America*
2. *The Myth of Church-State Separation*
3. *Who's Selling Sex and Rebellion to Your Children?*
4. *The Campaign to Destroy Marriage*
5. *How Fraudulent Science Unleashed a Catastrophic "Revolution"*
6. *How Radicals Have Hijacked America's Education System*
7. *How the Press Creates a World of Illusion We Think Is Real*
8. *How Lying Marketers Sold America on Unrestricted Abortion*

"David Kupelian's new book *The Marketing of Evil* is brilliant! He combines superb common sense (that is so rare in our society) with the important biblical command to expose "the fruitless deeds of darkness" (Ephesians 5:11). By doing so, he breaks the spell of the carefully marketed lies that are destroying our civilization, and sets the stage for revival and reformation" (Dr. Ted Baehr, chairman of the Christian Film and Television Commission).

"David Kupelian brilliantly explains how a clever, radical elite is persuading Americans to accept evil as good, and good as evil. With precise clarity, the book blows the lid off the most successful—and dangerous—cultural scams" (Robert Knight, director of the Culture and Family Institute).

"David Kupelian dares to tell the truth about the overwhelming forces in our society which take us away from our original American concept of freedom with responsibility, happiness with commitments, and traditional values. *The Marketing of Evil* is a serious wake-up call for all who cherish traditional values, the innocence of children, and the very existence of our great country" (Dr. Laura Schlessinger).