

## MIND CONTROL IN COMMERCE

The **reason** I have decided to include a discussion of **mind control** here is so that the student of commerce and commercial redemption technologies can analyze situations as they come up which would cause undue action on the part of the one being mentally seduced.

The concept reaches all the way from simple advertising at the supermarket to the ultimate in the formation of Manchurian Candidates and MPD or DID technology employed by the CIA and other covert operations. And while your chances are **slim that you will be assassinated** by a government controlled brain washed hypnotically manipulated Manchurian candidate, the **chances are very high** that you are being influenced on a daily basis by commercialistic influences which might influence you to do things that you may find displeasing.

Recently, I had the opportunity to go to a Dave Ramsey event in Portland. Dave has a different approach to debt relief. But I was intrigued by some of the information and examples he gave. One in particular had to do with the installation of credit card readers at some of the big fast food chain counters. What Dave had found out was that statistically, it was found that if people were able to use a credit or debit card at the fast food counter, that they were likely to spend about **47%** more than if they had to rely on cash. Of course, there is some psychological principle behind that. But might it also apply to grocery shopping using a credit card rather than cash? The question asked ... **will that be plastic or paper?** ... usually asked in relation to whether you want a plastic bag or a paper bag to carry away your groceries ... **takes on a whole new light.**

So, I want to look at some things which may be of help in analyzing our response to stimuli from the commercial world.

## HANGING TEN IN COMMERCE

When I was a teenager, there was a surfer frenzy going on. What with Frankie Avalon and Annette Funichello, Beach Blanket Bingo, the Beach Boys, etc., the **surfer craze** was under full steam in Kentucky. **Oops, land locked Kentucky?** With the sunny beaches of southern California about 3,000 miles away, and Hawaii so far away no one knew just how to get there, it makes reason stare **why the surfing craze was being marketed in Kentucky.** But it was, and the **teenagers were falling right into it.** I guess teenagers will fall for most any marketing ploy.

Well, one of the things which came with the surfer frenzy was the use of new terms. To this day I have never even touched a surf board, much less been up on one. However, terms associated with the adventure of surfing crept into our everyday use of the surfer dude expressions. I always got confused by the expression '**shooting a tube**', which I didn't understand, with the expression that I did understand which was '**shooting a moon**'. One which I remember was '**hanging ten**'. I think that had to do with a maneuver by a surfer as he rode a wave and moved to the edge of his surf board and gripped the forward edge of the surf board with his ten toes. Why that might be necessary I have no idea. But 'hang ten' was an expression that became popular regardless of whether teenagers in land locked Kentucky had any idea of what it was.

I think most likely that hanging ten was a **dare devil** type move to show ones surfer ability.

But I see this hanging ten maneuver being played out in commerce. People seem to lose all reason, get into the dare devil mode, curl their toes over the edge of commerce, and wait for the inevitable 'wipe out'. The question to be asked might be whatever possesses people to take risks with their well being and hang ten in commerce. \*\*\*story of man hiring stage coach drivers\*\*\* A lot of people put themselves in a position where they are literally **hanging on by their toes**. How did they get into that fix? What things come into play to cause people to take such risks? Are there unseen forces at work in commerce which might induce someone to so extend themselves that there is no hope for recovery?

Well, yes, there are unseen forces at work which **unduly influence** reasonable people to take commercial and financial risks which put them in peril.

My parents and grandparents generation had a different point of view. **My grandparents were actually senior citizens before they came in contact with television**. The biggest ad campaign they had come in contact with was the recommendation by the emcee of the Wheeling, West Virginia, Hayride that they use Martha White self-rising flour as they listened to Bill Monroe sing Blue Moon of Kentucky. Of course, when the Grand Old Opry started to blast from Nashville, Tennessee, the advertising fever went up a notch of two. But mainly my grandparents did very little shopping anyway as they produced most of what they needed on the farm. So, basically the advertising blitz had little to no effect on them.

**My parents who lived through the Great Depression were naturally tight with money. You would certainly never confuse them with 'impulse' shoppers.** I remember when a TV was finally introduced into our family home. I was six years old, making my father **thirty-nine**. By that age he was pretty much fixed in his mind about what he needed, how much he needed, and where to go and get whatever it was that he needed. I don't think he spent much time worrying over whether to use Schick razor blades or listen to the merits of the Gillette blue blades to make a decision. Old Spice was what he got for Christmas, and when that ran out in early spring he went and got some Aqua Velva and waited for Christmas for the good stuff. He just knew what he wanted and went and bought it.

But with the advent of TV, **a whole new audience of prospective buyers** was opened up to advertising and the persuasion that came with it. How to sell? And here we see the appearance of psychology in advertising.

Basically, WW II changed the world. The change was just not about restructuring of political borders of countries, but there was a major change in the restructuring of how people thought. Manufacturing changed. Farming changed. Education changed. Everything was in change. **And with the big move away from the agrarian life style into that of merchants and city dwellers came a unique opportunity for the intervention and competition for mind control.**

In today's world, a large portion of money spent is spent on advertising.

Let's go to the grocery store. My grandparents never went to a grocery store. If they had purchases to make they went to the general store. They might be looking for items that they could not produce on the farm. Maybe they might want salt. Maybe they would be looking for a bolt of material to make a dress. They might need a new shovel or hoe. Marketing and advertising at the **general store** was basically unneeded, as people just came in for what it was that they actually needed, and every kid knew right where the hard tack candy was without a flashing neon light to lead the way.

So, the invention of the **grocery store** was an invention that happened in my parent's generation. First it was the corner grocery store. Then as people started to produce less and less of their own food, and relied on 'store bought' goods, bigger stores emerged called **markets**. Then as things really got into swing, the new dawn of commerce brought with it the **Super Market**.

Super Markets had row after row of shelves with all manner of products. How and in what manner to display the products became of major concern, as any producer of goods wanted to display his goods in the best possible manner in order to produce the highest sales against his competitors.

**Enter the psychologists**. Having moved way past Sigmund Freud and Carl Yung, a new branch of psychology had come into vogue. It was the advent of the **behaviorists**.

The whole world of psychology was turned upside down with the concepts of **stimulus/response** technology, perhaps on the coat tails of the Russian scientist, **Ivan Pavlov, and his slobbering dog**. Pavlov had basically noticed that if he combined feeding a dog with ringing a bell, that eventually the dog would start to salivate in anticipation of food if just the bell was rung without any food being presented. **\*\*\*chicken and Skinner box story\*\*\***

Now the difference between dogs and people is that people are capable of rational thought. But most of the time people are not involved in rational thought, and are just going along day by day in the **same patterns which do not take a whole lot of thinking**. So, the bell ringers of psychology found that **people would also act like the dog in Pavlov's experiment many times and under certain circumstances**. Scientific research had also revealed that the body was made up of, for instance, voluntary muscles which were controlled by conscious thought, and involuntary muscles which were programmed to operate in a particular way. Every athletic coach also noted that if a player were trained for long enough and intensely enough, that they very much acted like the involuntary muscles in that they would simply respond automatically physically if they were trained to do so.

So, psychologists had a monumental 'a ha' discovery, and worked hard to develop it. Certainly it was picked up by the merchandisers as they competed for the buying power of the consumer.

As I look at the old commercials from when I was a kid, they all seem pretty childish as compared with our modern advertisements. **\*\*\*get Lucky commercial\*\*\*** Anyone who has watched the Super Bowl knows that one of the best parts of Super Bowl Sunday is the commercial breaks. While true sports fans are glued to their TV sets for all of the play by play

of the game ... no one, I mean no one, dares leave the couch in anticipation of the next commercial. Admit it!

So, back to the Super Market ... let's turn our attention to the average height of family members. Let's say the average age of Dad is 5'10". Mom might average at 5'4". The children will be mostly below those two.

If I were a Super Market psychologist, then where would it make sense to present products to Dad. Where would the best advantage be for influencing Mom? Obviously, we put things to appeal to Dad at eye level for Dad, and we put things that Mom would typically look for at Mom's eye level. Make sense? Yes, of course, that is only common sense.

Now to the kids. At home, where does Mom typically put all of those sugar coated breakfast cereals? You guessed it ... out of reach!!! If those little ones can get to those sugar coated breakfast bombs, they will be bouncing off the walls morning, noon and night. That's what kids do. But in the Super Market where are the brightly colored sugar bombs located. You guessed it ... right where the kids can get their hands on them. It is not unusual while Mom's attention is at her eye level, to turn and watch as the little ones are loading up the shopping cart with several boxes of sugar bombs. The kids being natural psychologists will load perhaps five or six boxes of sugar bombs into the shopping cart with the expectation that after they are scolded, that maybe they will end up with two boxes left in the cart after they have put back the other four boxes. I personally think it is a waste of time to send kids to school to learn psychology, as they instinctively understand the concepts from birth.

Now, let's look at the product themselves ... mainly how they are wrapped and what they say on the box. WHEATIES, THE BREAKFAST OF CHAMPIONS Wow, every Mom and Dad wants little Johnny to be a star athlete, and if WHEATIES is the breakfast of champions, why, nothing is too good for little Johnny, even if it costs more than another brand which has the exact same ingredients. Really, which would you buy for your champion athlete in waiting ... a breakfast of champions or a box of GOOD OL' BOYS CORNFLAKES? \*\*\*draw stick figures on board\*\*\*

If you are really a discerning and concerned shopper you might just take a look at the ingredients. So, you look at the contents of one box and you see: Vitamin A, Vitamin C, cholesterol, red dye, refined sugar, gluten, animal by products, formaldehyde, and used motor oil. Then you look at the contents of the other box and it says: all contents certified to be pure organically grown corn and non saturated cooking oil, no preservatives added. And then you think, 'what the heck ... there is probably only just traces of used motor oil in that, and I so want little Johnny to win a gold medal at the Olympics. So, it is the breakfast of champions that goes into the shopping cart.

This is getting a little facetious, but unfortunately people actually think this way at times. This may be an over simplistic example, but in reality this is what is happening, perhaps on a more subtle level. But at least you get the idea. The different producers of products actually bid on shelf space. Notice that the high price products occupy the prime space, and the generic

products (which are lower priced) are down out of sight. It is all about advertising and marketing.

## POLITICS

It is really redundant to refer to psychology in politics. It is so evident, that even a first year psychology student could figure it out.

Years ago, there was a man who always ran for President on the Communist Party ticket. Finally, he stopped running and someone asked him why he stopped. He said he had no reason for running as the Republicans and Democrats had taken over all of his political platforms.

There is only one thing for sure about campaign promises ... **that whatever is said, expect the exact opposite.** The candidate promises honesty in government – look out, the lies will start to fly. The candidate says they are for a balanced federal budget – look for massive spending and higher taxes. The candidate says he is going to bring our troops home – look for troop build-up and commitments for years more of war. At least campaign promises are consistent ... you can always predict what is going to happen by what is said.

## LONG RANGE STRESS SYNDROME

Years ago there was a book that was written by an ex-black ops kind of guy. I had heard about it and actually found it on the internet in downloadable form. It was an expose of some of the groups that were created to work on One World Government type agendas.

I don't want to get into all of the conspiracy theories, etc., but one thing that I read about that made sense to me from a psychological view was a situation created which had a more or less numbing effect on the population. The technique was developed in one of the major 'think tank' situations designed especially for these type things.

The technology was described as **"long range stress syndrome"**. In essence, the psychologists at the think tank had found that if people were presented with some stressful situation for which there was **no solution**, that **the people would simply become complacent and not resistive**. So, here they found an easy and inexpensive method of population mind control.

Some of the first un-solvable situations presented were the **cold war** (along with the Berlin Wall), the Communist threat (actually the Communists were completely controlled by the bankers), **threat of nuclear war**, etc. **\*\*\*fallout shelters in back yards; Aunt Lizzie and the jet\*\*\***

Since the man on the street had absolutely no way to correct these problems, he would typically turn apathetic to these and do nothing. He would depend on his 'leaders' to make decisions regarding these problems and would simply acquiesce to whatever the leader decided.

As luck would have it, the Berlin Wall came down, and with the world wide disarmament and disassembly of the nuclear arsenals, those items so useful in long range stress syndrome came to an end.

What to do?

So the manufacturers of long range stress syndrome came up with ... UFOs and global warming.  
PERCEPTION MANAGEMENT

Perception management is a concept heavily used to influence people. How do people “perceive” a certain situation? What can be done to “spin” someone’s perception.

It has been found that if you tell a lie long enough, that people will believe it to be true. As an example of the use of perception management combined with the technique of long range stress syndrome, just remember how Pres. Bush spun the story of the Weapons of Mass Destruction as justification for invasion of Iraq. First, promote a problem that is beyond the means of the common man to solve. ‘Oh dear, some evil empire 10,000 miles away has some bombs that could destroy the whole world, put us into a nuclear holocaust. Oh dear, oh dear, whatever shall we do?’ So, faced with an unsolvable problem, the people of the US practically pled with our president ... save us, save us. And so we once again invaded Iraq, but ...oops, no WMD were found.

Now what shall we do? Well, how about we spin this using perception management? So, let’s just say that what we need to do now is to make the world safe for democracy. Let’s destroy the Iraqi government and replace it with a democratic government.