



## The Crowd: A Study of the Popular Mind (Paperback)

By Gustave Le Bon

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. The Crowd: A Study of the Popular Mind by French social theorist Gustave Le Bon is a short treatise on the principles of large gatherings of people. As the disclaimer on the title page notes, the ideas in Le Bon s book were popular at the time of the late 19th century but are no longer in vogue today. The reasons for this are obvious, as LeBon unpretentiously puts to fault all the rhetoric about democracy, equality, fraternity, and equality as being mere catchphrases that self-serving demagogues use to control the spirit of the masses. He cites the French Revolution and the demands of Socialism and Communism during his time. Le Bon outlines the way crowds tend to think (in vivid images illogically connected), how they reason (they don t for all practical purposes), how they express exaggerated emotion, how they are very quick to take action without coherent thought and of the general extreme-conservatism and intolerance of crowds. The individual who becomes part of a crowd tends to loose himself, and feels invincible as he is aware of the similarity of mind and...



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