



Battle for the Mind: A Physiology of Conversion and Brainwashing - How Evangelists, Psychiatrists, Politicians, and Medicine Men Can Change Your Beliefs and Behavior

By William Sargant

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How can an evangelist convert a hardboiled sophisticate? Why does a POW sign a "confession" that he knows is false? How is a criminal pressured into admitting his guilt? Do the evangelist, the POW's captor, and the policeman use similar methods to gain their ends? These and other compelling questions are discussed in this definitive work by William Sargant. Sargant explains and illustrates the basic techniques used by evangelists, psychiatrists, and brain-washers to dissolve existing, established patterns of belief, and then substitute new beliefs and behaviors.

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Editorial Review

About the Author

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"This mechanism holds the possibility of explaining and understanding much of how people suddenly change direction in life, and some of the strangest religious and spiritual behavior ever described among human beings. Perhaps most important, understanding it can give us insight into the formation of social bonds, the development of gangs and groups, and allow us to make more informed choices as individuals, as a society, and as a culture, how we want our own groups to develop." Charles Swencionis, Ph.D., Albert Einstein College of Medicine from the Foreword

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