

Contents

Preface ix

PART ONE. THE APPEAL OF MASS MOVEMENTS

1. The Desire for Change 13
2. The Desire for Substitutes 21
3. The Interchangeability of Mass Movements 25

PART TWO. THE POTENTIAL CONVERTS

4. The Role of the Undesirables in Human Affairs 29
5. The Poor 31
 - The New Poor 31
 - The Abjectly Poor 32
 - The Free Poor 35
 - The Creative Poor 38
 - The Unified Poor 38
6. Misfits 49
7. The Inordinately Selfish 51
8. The Ambitious Facing Unlimited Opportunities 51
9. Minorities 52
10. The Bored 53
11. The Sinners 55

PART THREE. UNITED ACTION AND SELF-SACRIFICE

12. Preface 57
13. Factors Promoting Self-sacrifice 60
 - Identification With a Collective Whole 60
 - Make-believe 64
 - Deprecation of the Present 66
 - "Things Which Are Not" 73

CONTENTS

	Doctrine	75
	Fanaticism	79
	Mass Movements and Armies	83
14.	Unifying Agents	85
	Hatred	85
	Imitation	94
	Persuasion and Coercion	97
	Leadership	103
	Action	111
	Suspicion	114
	The Effects of Unification	116
PART FOUR. BEGINNING AND END		
15.	Men of Words	119
16.	The Fanatics	130
17.	The Practical Men of Action	134
18.	Good and Bad Mass Movements	138
	The Unattractiveness and Sterility of the Active Phase	138
	Some Factors Which Determine the Length of the Active Phase	142
	Useful Mass Movements	147
	Notes	152