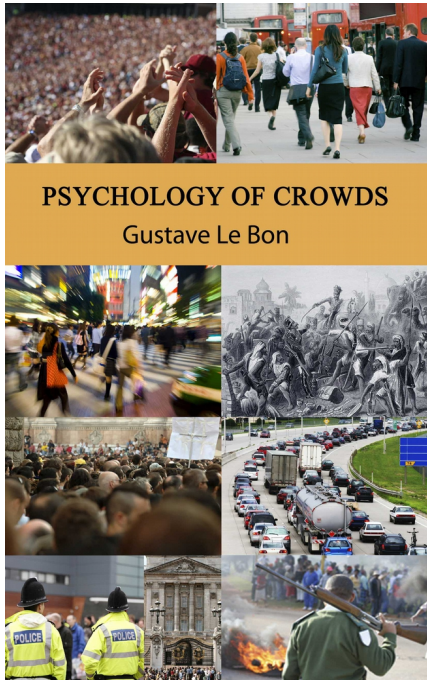


## New version in clear and vivid prose!

Sparkling Books has corrected errors and anomalies in the original translation by reference to the Alcan edition. We have maintained the original footnotes and have added some footnotes of our own.

### *Psychology of Crowds*

by **Gustave Le Bon**



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Gustave Le Bon throws light on the unconscious irrational workings of group thought and mass emotion as he places crowd ideology in opposition to free-thinking and independent minded individuals. He also shows how the behaviour of an individual changes when she/he is part of a crowd. Le Bon was an eminent psychologist and sociologist. The ideas he explores in this book are extremely relevant to today's society and were of pivotal importance in the early years of group psychology.

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