



# Snapping: America's Epidemic of Sudden Personality Change, 2nd Edition

*Flo Conway, Jim Siegelman*

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**Snapping: America's Epidemic of Sudden Personality Change, 2nd Edition** Flo Conway, Jim Siegelman  
"Classic Returns!....In this expanded edition of the 1978 original, Conway and Siegelman continue their study of the altering of the American psyche, which has led to the rise of religious cults, super Christian sects, private citizen militias, and other phenomena that dominate today's headlines. Probably more timely now than when first published, this is an important title for academic and public libraries." - Library Journal  
"Their book is judicious, sensible, well-researched and very frightening." - New York Times Book Review  
"It is a book of investigative reporting at its best." - New York Post "What Woodward and Bernstein were to Watergate, Conway and Siegelman may well be to the cults." - United Press International "Credible and chilling . . . The second edition of SNAPPING is as important a resource in understanding spreading societal chaos as the first edition was in explaining the chaos of cults." - Minneapolis Star-Tribune "Important. . . . this book provides a tool to exercise judgment, monitor incoming information, and interpret what has become an increasingly intrusive battle for our minds. . . . At its core, it is language that holds the key to our mental health or to our destruction. What George Orwell's 'Animal Farm' is to literature, 'SNAPPING' is to non-fiction." - Albuquerque Journal "In a prophetic vein. . . . SNAPPING is not only fascinating and frightening reading, it is also extremely well-written. . . . The escalating pattern of cult fanaticism and religious-political terror that the authors call a 'death spiral' seems to be widening. If we do nothing to understand and ultimately reverse that pattern, it will pull more and more innocent people into its vortex." - Cleveland Jewish News "For anyone threatened with snapping, this book is a dispassionate, valuable study of an often frightening phenomenon." - People "There is no doubt that Conway and Siegelman are opening the door on areas of human understanding that have never been examined and that are in urgent need of study." - New Society "SNAPPING is an exciting and responsible and original piece of research that has taught this old poop amazing new ways to think about the human mind." - Kurt Vonnegut "SNAPPING is by far the best and most scientific treatment of the cult problem yet published. For the scientist, politician, clergy or parent, it is valuable and wonderfully readable." - John G. Clark, M.D. Asst. Clinical Professor of Psychiatry Harvard Medical School "Conway and Siegelman . . . place cultic behavior in the wider context of the communication revolution of our time. . . . Indeed, SNAPPING unfolds as a traveling detective investigation. . . . they very capably trace and analyze the course of the phenomenon and . . . contribute greatly to our understanding of it." - The Cult Observer "Conway and Siegelman are onto something important. . . . SNAPPING is a fascinating book with frightening implications." - Edward T. Hall, author of The Silent Language "[The] classic book on cults, still the best book ever. . . . Believe me, folks, these are the real experts." - Geraldo Rivera

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