

# THE CULT OF TRUMP

## A Leading Cult Expert Explains How the President Uses Mind Control

By Steven Hassan

An accessible and in-depth analysis of the president, *THE CULT OF TRUMP*, reveals that under the right circumstances, even sane, rational, well-adjusted people can be persuaded to believe the most outrageous ideas and leader.

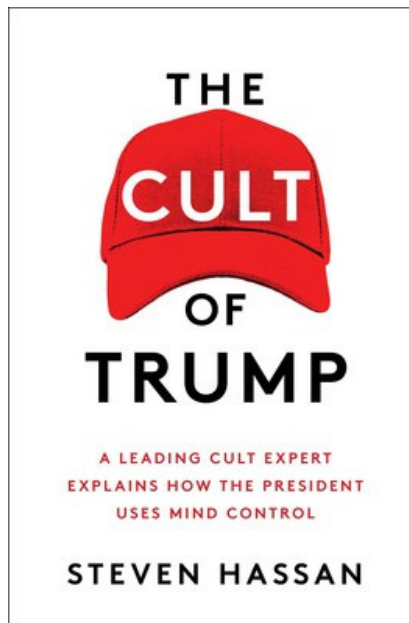
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“A brilliant analysis of a unique modern phenomenon. Readers will nod their head in recognition as Hassan expertly takes them through a fascinating, engaging exploration of the coercive control techniques that President Donald Trump uses daily to influence his followers.” —Dr. Philip Zimbardo, author of *The Lucifer Effect* and emeritus professor of psychology, Stanford University



### About the author

STEVEN HASSAN is a mental-health professional who has been helping people leave destructive cults since 1976, after he was deprogrammed from Sun Myung Moon’s Unification Church by his family. He directs the Freedom of Mind Resource Center, a counseling and publishing organization, outside Boston. He teaches at Harvard Medical School and is pursuing a doctorate at Fielding University. He is the author of four books, *Combating Cult Mind Control*, *Releasing the Bonds*, *Freedom of Mind: Helping Loved Ones Leave Controlling People, Cults and Beliefs*, and *The Cult of Trump*.

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