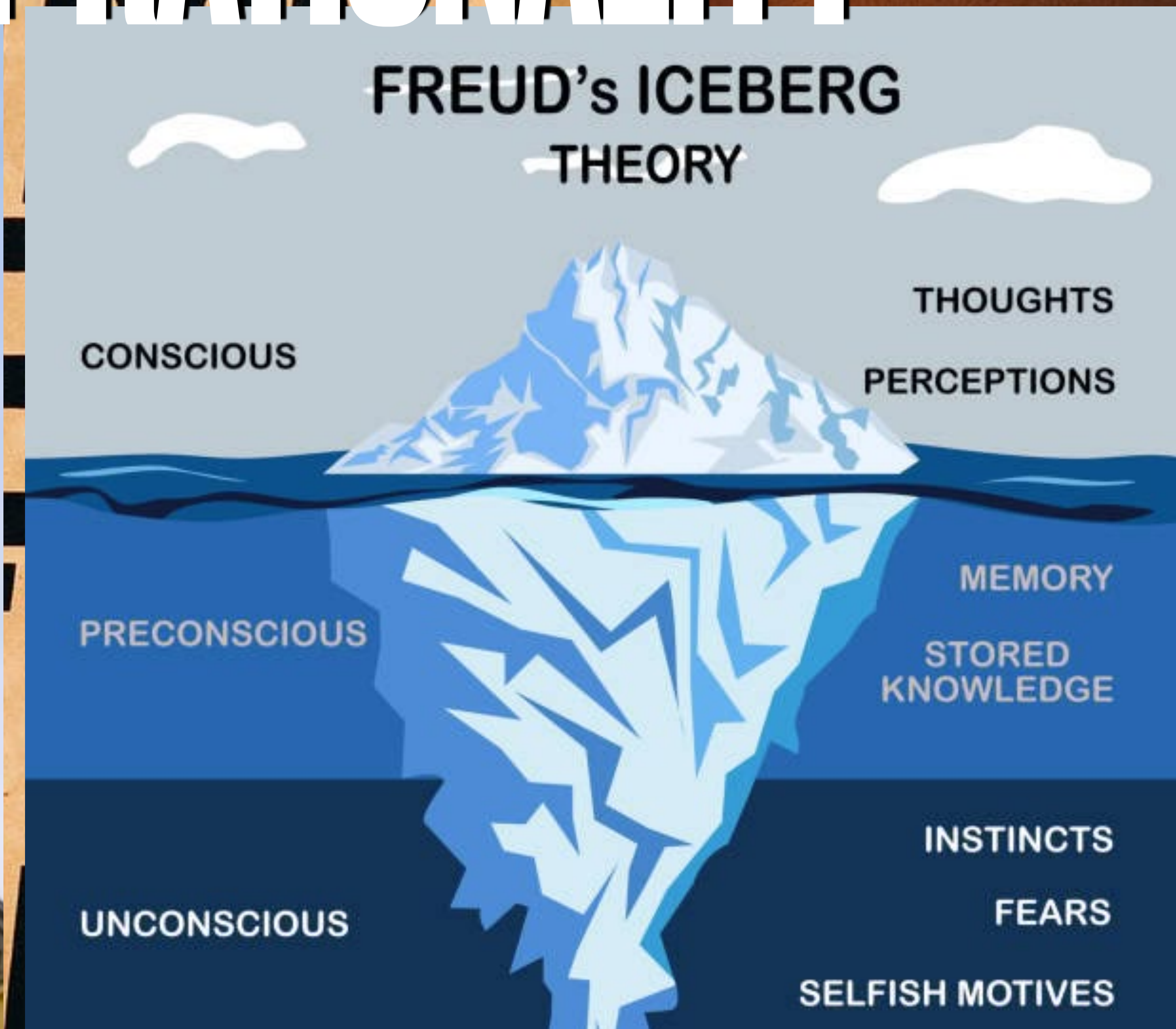


**YOU DONT  
NEED IT  
BUT YOU  
WANT IT**



# THE ILLUSION OF RATIONALITY



“I want to do what is good, but I don’t. I don’t want to do what is wrong, but I do it anyway...  
there is a power within me that is at war with my mind.” – Romans 7:19, 23 –



# I WANT & I FEAR

## The News Feed

**THIS IS WHY  
YOU SHOULD  
BE ANGRY**

CLICK HERE TO FEEL  
RIGHTEOUS ABOUT IT

**AWWWWW!  
LOOK AT THIS  
NICE THING**

THAT AGREES WITH YOUR  
WORLDVIEW PERFECTLY

**WHY YOU SHOULD  
BE AFRAID**

CLICK HERE TO LEARN ABOUT  
SOMETHING TERRIFYING THAT  
WILL STATISTICALLY NEVER  
HAPPEN TO ANYONE YOU KNOW





# PROPAGANDA

THE PUBLIC MIND  
IN THE MAKING



EDWARD L. BERNAYS

“The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country...

We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of.”



NEW YORK TIMES BESTSELLER

AUTHOR OF AN INCONVENIENT TRUTH

# AL GORE THE FUTURE

SIX DRIVERS  
OF GLOBAL CHANGE

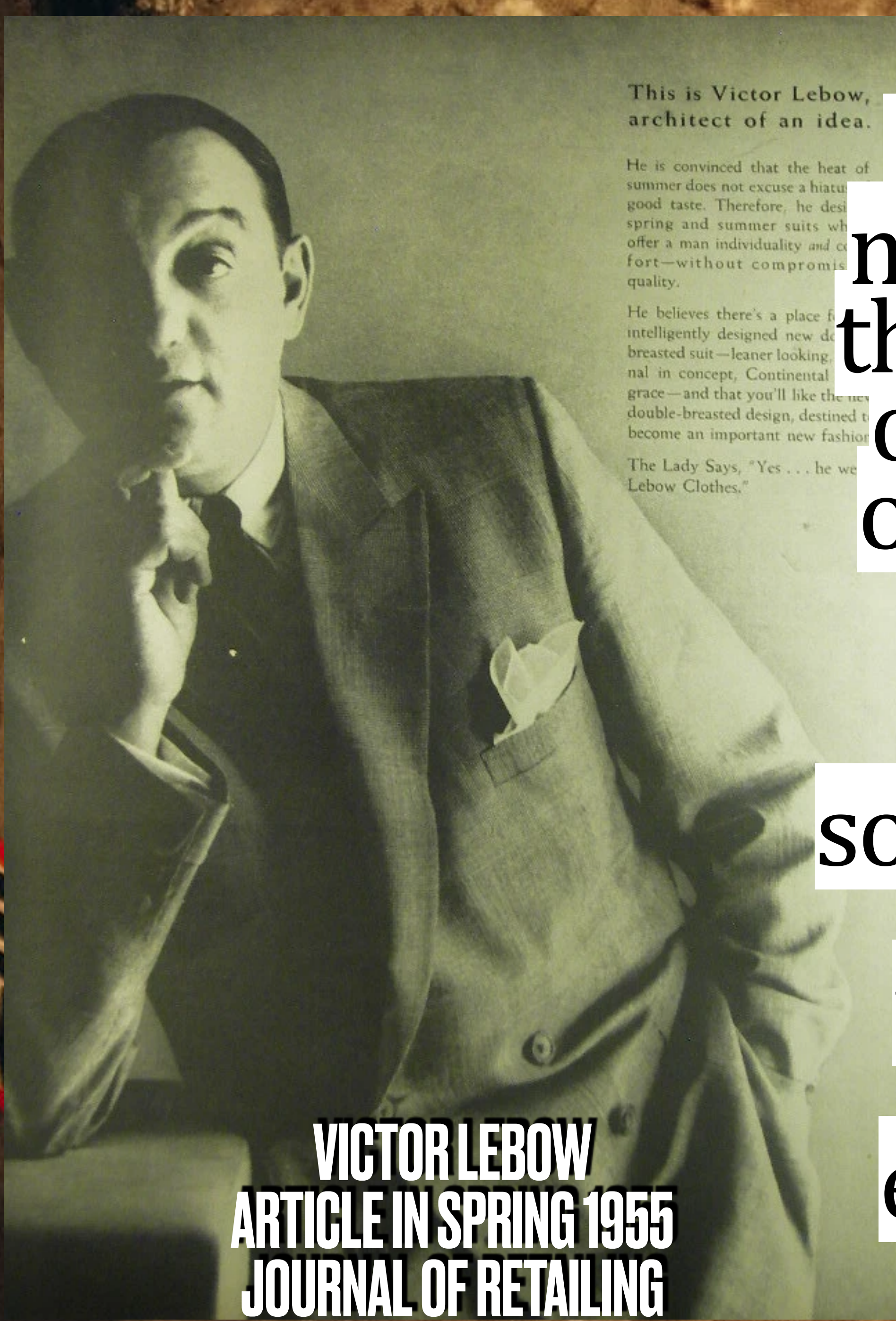
"Magisterial . . . The passion is unmistakable. So is the knowledge.  
Practically every page offers an illumination." —BLOOMBERG

"Bernays's business partner, Paul Mazur  
(Wall Street Banker), said,

"We must shift America from a  
needs to a desires culture...

...People must be trained to desire, to  
want new things, even before the old  
have been entirely consumed. We must  
shape a new mentality. Man's desires  
must overshadow his needs."





This is Victor Lebow,  
architect of an idea.

He is convinced that the heat of  
summer does not excuse a hiatus  
in good taste. Therefore, he desi  
spring and summer suits wh  
offer a man individuality and co  
fort—without compromis  
quality.

He believes there's a place f  
intelligently designed new de  
breasted suit—leaner looking,  
nal in concept, Continental  
grace—and that you'll like the ne  
double-breasted design, destined t  
become an important new fashion

The Lady Says, "Yes . . . he we  
Lebow Clothes."

“Our economy demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek our spiritual satisfactions, our ego satisfactions in consumption.

The measure of social status, of social acceptance, of prestige is now to be found in our consumptive patterns. The very meaning and significance of our lives today expressed in consumptive terms.

VICTOR LEBOW  
ARTICLE IN SPRING 1955  
JOURNAL OF RETAILING





**VICTOR LEBOW**  
**ARTICLE IN SPRING 1955**  
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The greater the pressures upon the individual to conform to safe and accepted social standards, the more does he tend to express his aspirations and his individuality in terms of what he wears, drives, eats, his home, his car, his pattern of food, his hobbies...

We need things consumed, burned up, worn out, replaced and discarded at an ever-increasing pace. We need to have people eat, drink, dress, ride, live with ever more complicated and therefore constantly more expensive consumption. And this is just now the air that we breathe.



# YOU ARE NOT IMMUNE



“Advertising is propaganda. It is a multi-billion-dollar industry that is intentionally designed to lie to you - to get you to believe that if you will only buy this or that product, then you will be happy.”

John Mark Comer - The Ruthless Elimination of Hurry





# GOD AND MAMMON IN AMERICA

ROBERT  
WUTHNOW

“We live in a materialist culture, and we want money and possessions, and very few people have heard a powerful voice telling them to resist those impulses or how to resist those impulses...

...organized religion has not done a good job of challenging people to examine their lifestyles.”





**“BEWARE! GUARD AGAINST EVERY KIND OF GREED.  
LIFE IS NOT MEASURED BY HOW MUCH YOU OWN.”**

Then He told them a story:

“A rich man had a fertile farm that produced fine crops. He said to himself, ‘What should I do? I don’t have room for all my crops.’ Then he said, ‘I know! I’ll tear down my barns and build bigger ones. Then I’ll have room enough to store all my wheat and other goods. And I’ll sit back and say to myself,

“My friend, you have enough stored away for years to come. Now take it easy! Eat, drink, and be merry!”

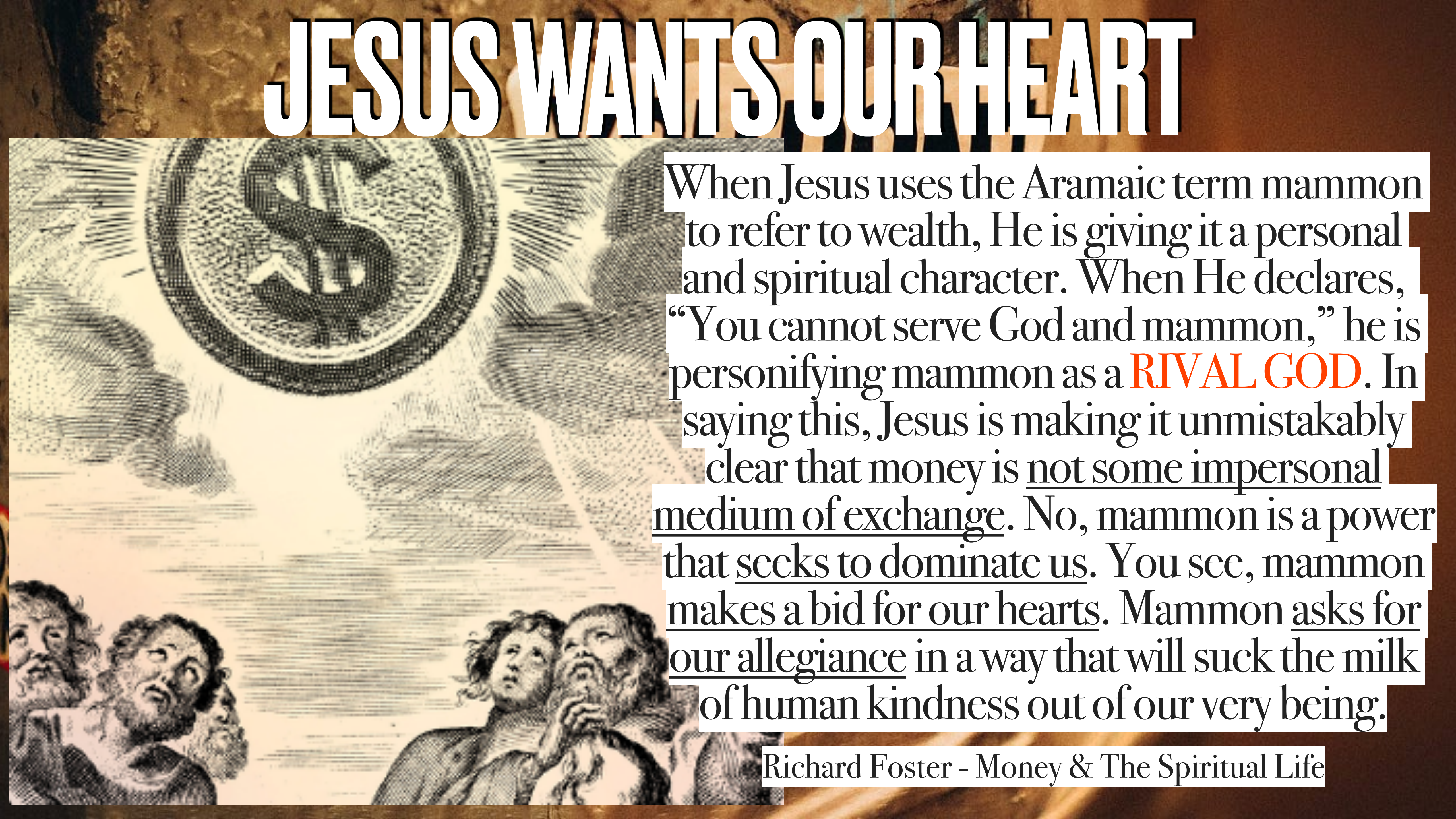
“But God said to him, ‘You fool! You will die this very night. Then who will get everything you worked for?’

“Yes, a person is a fool to store up earthly wealth but is not rich towards God.”

**JESUS**  
**LUKE 12:14-21**



# JESUS WANTS OUR HEART



When Jesus uses the Aramaic term mammon to refer to wealth, He is giving it a personal and spiritual character. When He declares, “You cannot serve God and mammon,” he is personifying mammon as a **RIVAL GOD**. In saying this, Jesus is making it unmistakably clear that money is not some impersonal medium of exchange. No, mammon is a power that seeks to dominate us. You see, mammon makes a bid for our hearts. Mammon asks for our allegiance in a way that will suck the milk of human kindness out of our very being.

Richard Foster - Money & The Spiritual Life



Holy Father, there is nothing I have that You have not given me. All I have and am belong to You, bought with the blood of Jesus. To spend everything on myself, and to give without sacrifice, is the way of the world that You cannot abide.

But generosity is the way of those who call Christ their Lord; who love Him with free hearts and serve Him with renewed minds. Who withstand the delusion of riches that chokes the word; Whose hearts are in your kingdom and not in the systems of the world.

I am determined to be generous because You, Father, are generous. It is the delight of Your daughters and sons to share Your traits, and to show what You are like to all the world.

AMEN