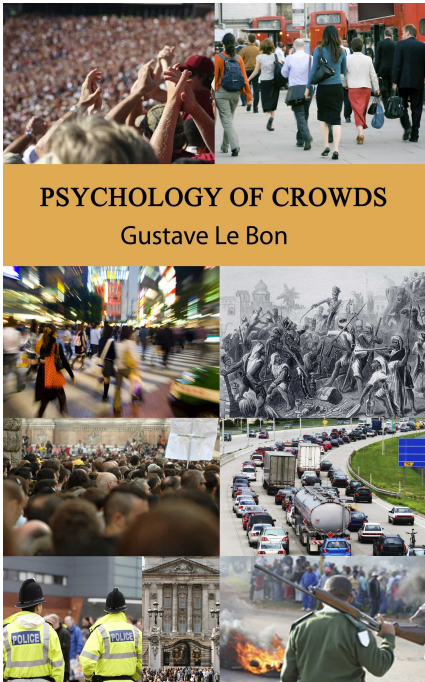


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Gustave Le Bon throws light on the unconscious irrational workings of group thought and mass emotion as he places crowd ideology in opposition to free-thinking and independent minded individuals. He also shows how the behaviour of an individual changes 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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