

"Howard Bloom
may just be the new Stephen Hawking...



THE PHILOSOPHER AT THE END OF THE UNIVERSE

He worked with rock's greatest legends, then disappeared. But Howard Bloom is not done yet.

Howard Bloom has been in bed for the better part of 13 years. He has Chronic Fatigue Syndrome. For five of those years, he was unable to speak (he is, you soon discover, making up for lost time). Despite his disability, Bloom has somehow managed to maintain links with some 13 organizations around the world, publish two critically acclaimed books of scientific inquiry and accumulate knowledge for a further "20 books encompassing the birth of the universe to the death of the universe, and everything in between, including the human soul." Which is no mean feat. He is also, coincidentally, the man who helped put Prince, ZZ Top and John Mellencamp, among a great many others, on the map and who helped kickstart the '60s. "Accidentally," he adds.

Article Aaron Hicklin
Photo Eve Fowler





NEW YORKER

“For those who worry that our ingenuity has upset nature's equilibrium, Bloom has a message that is both **reassuring and sobering**. ‘We are nature incarnate,’ he writes. ‘We are tools of her probings and if, indeed, we suffer and we fail, from our lessons she will learn which way in the future not to turn.’”

The Washington Post

"Readers will be **mesmerized** by the mirror Bloom holds to the human condition, and dumbfounded by the fusillade of eclectic data that arrives with the swiftness and intensity of a furious tennis volley. His style is effortless, engaging, witty and brisk.... He draws on a dozen years of research into a jungle of scholarly fields...and meticulously supports every bit of information...."

The Boston Globe

"Provocative...**explosive**...feisty...a string of rhetorical firecrackers that challenge our many forms of self-righteousness."



FOREIGN AFFAIRS

“Draws heavily on biological and anthropological evidence to show that human beings are not by nature isolated, self-interested individuals...powerful.”



“Howard Bloom may just be **the new Stephen Hawking**, only he’s not interested in science alone; he’s interested in the soul.”



"Bloom's work marshals a quantity of evidence **reminiscent of Darwin's** 1859 *Origin of Species*."

Detroit Free Press

"Bloom's tour of science and history is fascinating...**a grand, exciting idea....**"

Rocky Mountain News

"a philosophical look at the history of our species, which alternated between fascinating and frightening. Reading it was **like reading Dean Koontz or Stephen King**: I couldn't put it down. ...**Masterful**.... Best Non-Fiction Book of the year." Mark Graham, *Rocky Mountain News*

The Washington Times

“Vigorous...fervent...a freshly viable theory of human social evolution.”

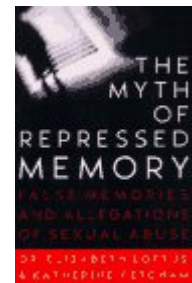
"A trenchant examination of 'big ideas.' Howard Bloom turns many of our preconceptions upside down, and in the process shakes our thinking loose so we can see the world differently." Michael Sigman, CEO, *LA Weekly*



"I'm on my way to meet Howard Bloom – psychologist, cancer-researcher, expert in artificial intelligence and writer of a world-famous book...One of the most famous ideas of Howard Bloom is the Global Brain: his book about it is regarded as a scientific masterpiece." Fons de Poel, Holland's Peter Jennings, on KRO-TV, from a special about *Global Brain: The Evolution of Mass Mind From The Big Bang to the 21st Century*



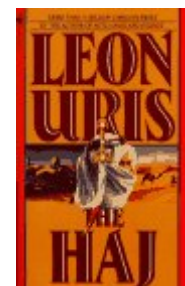
"A revolutionary vision of the relationship between psychology and history. *The Lucifer Principle* will have a profound impact on our concepts of human nature... astonishing." Elizabeth F. Loftus, past president, American Psychological Society, author, *The Myth of Repressed Memory*



"This lusty tome generated by Bloom's voracious reading habit and extraordinary talent for explanation proclaims that **groups of individuals**—from people to vervet monkeys to bacteria—organize themselves, create novelty, alter their surroundings, and triumph to leave more offspring than **loner individuals**. A stunning commitment to scientific evidence, this sequel to *The Lucifer Principle* ought to purge the academic world of 'selfish genes' and the neodarwinist dogma of 'individual selection'. Lynn Margulis, Distinguished University Professor, University of Massachusetts, recipient of a 1999 National Medal of Science, author of *Symbiotic Planet: A New Look at Evolution*.



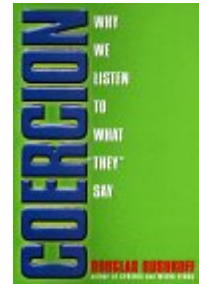
"Unlike anything you've ever read before. An act of astonishing intellectual courage." Leon Uris, author of *Exodus*, *Trinity*, and *The Haj*



"A soaring song of songs about the amorous origins of the world, and its almost medieval urge to copulate." Kevin Kelly, Editor-at-Large, *Wired*, author *New Rules for the New Economy* and *Out of Control*



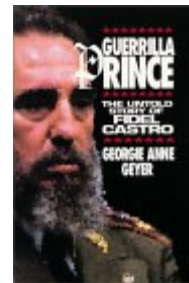
"A modern-day prophet, Bloom compels us to admit that evolution is a team sport. This is a picture of the universe in which human emotions find their basis in the survival of matter, and the atoms themselves are held together with love. I am awestruck." Douglas Rushkoff—author of *Media Virus*, *Coercion*, and *Ecstasy Club*



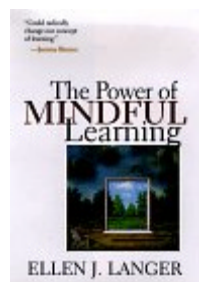
"I have finished Howard Bloom's two books, *The Lucifer Principle* and *Global Brain*, in that order, and am seriously awed, near overwhelmed by the magnitude of what he has done. I never expected to see, in any form, from any sector, such an accomplishment. I doubt there is a stronger intellect than Bloom's on the planet." Joseph Chilton Pearce, author of *Evolution's End* and *The Crack in the Cos*



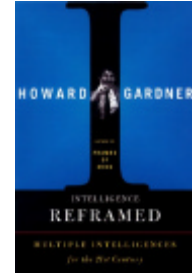
"*Global Brain* is wonderful! I'm amazed at the book's knowledge and the scope of its reach. The 'mass mind' idea is wondrous, smart and immensely creative." Georgie Anne Geyer, syndicated columnist, Universal Press Syndicate, and author of *Guerrilla Prince: The Untold Story of Fidel Castro* and *Buying the Night Flight: The Autobiography of a Woman Foreign Correspondent*.



"Powerful" Ellen Langer, Ph.D., Professor of Psychology, Harvard University, author of *Mindfulness*



"Controversial yet **compelling**," Howard Gardner, Harvard University, author of *Intelligence Reframed: Multiple Intelligences for the 21st Century*



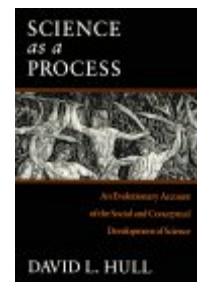
"arresting...deft...graceful...**Howard Bloom is** something we do not much encounter anymore:...**a polymath.** 'The Lucifer Principle' is a corking good read, the sort of book that fills the reader with a desire to grab the phone and pick a fight with the author roughly every three pages, just to see what will happen. ...heretical...infuriating...entertaining and challenging --which, now that I think of it, is a fair description of a good companion." L.J. Davis, author of *The Billionaire Shell Game: How Cable Baron John Malone and Assorted Corporate Titans Invented a Future Nobody Wanted*



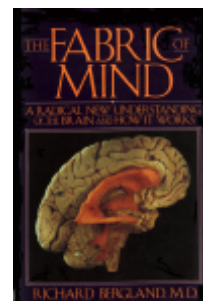
"A powerful thinking tool, complex and ambitious, bold, with an exceptional ability to integrate across an astonishing range of scientific information. I found myself alternating between 'Wow!' and 'Aha!' experiences. Excellent, absolutely fascinating and **momentous.**" Allen Johnson, past chairman, anthropology department, UCLA, co-author of *The Evolution of Human Societies*



"The Lucifer Principle is written with energy and a flair for **jarring** contrasts. It documents example after example that scratches the reader's itches, then without warning draws blood as it punctures the hypocritical camouflage of our cherished self-delusions." David L. Hull, Department of Philosophy, Northwestern University, author of *Science As A Process* and *Science and Selection : Essays on Biological Evolution and the Philosophy of Science (Cambridge Studies in Philosophy and Biology)*



"The Lucifer Principle is a long step forward in the human effort to understand human biology. Very clearly and cleverly it asks people to look inside themselves. Its novel assessment is

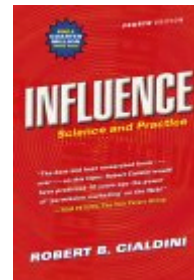


brilliant; its historical facts are unassailable. ...An outstanding book...." Dr. Richard Bergland, M.D., award winning researcher on brain endocrinology, founder of the department of neurosurgery, Sloan/Kettering, author of *The Fabric of Mind*

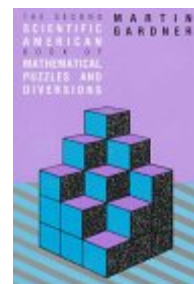
"**Fascinating**. The details --historical and scientific --constitute an education in themselves. But they are all directed to a central idea that is totally on target, and flicks a gauntlet across the face of fashionable intellectual dogmatists and professional utopians." Robin Fox, founder of the Anthropology Department at Rutgers University, advisory board member, Social Issues Research Center, editor, *Biosocial Anthropology*, editor, *Neonate Cognition*, author of *Encounter with Anthropology*; *The Red Lamp of Incest: An Enquiry into the Origins of Mind and Society*; *The Violent Imagination*; *The Search For Society*, co-author of *The Imperial Animal* and of *Kinship and Marriage (Cambridge Studies in Social and Cultural Anthropology 50)*



"Instructive, provocative, **entertaining** reading. We need more books like this one." Robert B. Cialdini, the most frequently-cited living social psychologist in the world, Regents' Professor of Psychology, Arizona State University, author of *Influence: the Science of Persuasion*



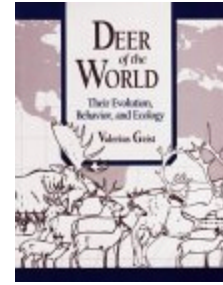
"**Great fun** to read, and crammed with fantastic information." Martin Gardner, creator and author of *The Scientific American's* "Mathematical Games" section 1956-1986, author of over 100 books, including: *Hexaflexagons and Other Mathematical Diversions: The First Scientific American Book of Puzzles and Games*; *Fads and Fallacies in the Name of Science*; and *The Second Scientific American Book of Mathematical Puzzles and Diversions*



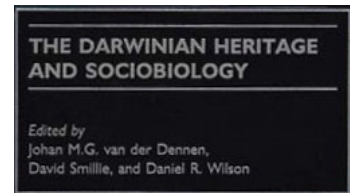
"*The Lucifer Principle* is **a tour de force**, a brilliant and seminal work." Sol Gordon, founder, The Institute for Family Research and Education, author of *When Living Hurts* and *Why Loving Is Not Enough*



"My head is still spinning from so much eloquence and content. Howard Bloom says with detail and clarity those things which bite the soul." Valerius Geist, President Wildlife Heritage Ltd., founding Programme Director for Environmental Science, University of Calgary, author of *Life Strategies, Human Evolution, Environmental Design. Towards a Biological Theory of Health* and *Deer of the World: Their Evolution, Behaviour, and Ecology*



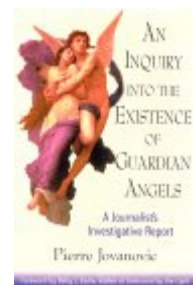
"As someone who has spent 40 years in psychology with a long-standing interest in evolution, I'll just assimilate Howard Bloom's accomplishment and my amazement." David Smillie, Visiting Professor of Zoology, Duke University, co-editor, *The Darwinian Heritage and Sociobiology*



"You have not lived until you have interacted with Howard Bloom. He offers sweeping looks at similar functional patterns of organization at cellular, neural, social, and cosmic levels, combining them with powerful insights on social history and movements in human thoughts and rituals." James Brody, Ph.D., Founder, Clinical Sociobiology, organizer "Healing The Moral Animal" seminars, sponsored by The Cape Cod Institute, Albert Einstein Medical College of Yeshiva University, director of Behavior Online's Evolutionary Psychology section



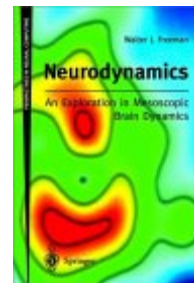
"Copernicus declared that the earth revolved around the sun. Darwin shredded the Bible. Freud revealed that sexuality is everywhere. ... Bloom has said that violence is 'a tool that Nature uses to create.' ... Bloom is the anti-Rousseau, an author who, thanks to the scientific findings of recent years, has decided not to cheat us by offering a pre-deformed mirror that shows us only our ideal selves. His book is fascinating because we have all felt or seen the forces Bloom exposes to us, but never before have we had the keys to understand them." Pierre Jovanovic, author of *Inquiry into the Existence of Guardian Angels*



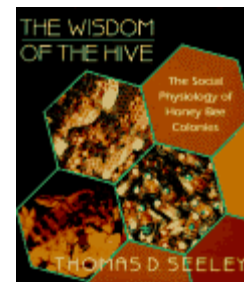
“The Most Amazing Interdisciplinary Thinker On The Planet.”
Karen Ellis, founder, Educational CyberPlayGround



“I am speechless with admiration, overwhelmed by virtuosity.”
Walter J. Freeman, M.D. Walter J. Freeman Neurophysiology
Lab, UC Berkeley, author *How Brains Make Up Their Minds*
and *Neurodynamics: An Exploration in Mesoscopic Brain
Dynamics (Perspectives in Neural Computing)*



"Thought provoking and engaging. I had a hard time
putting it down." Thomas D. Seeley, Department of
Neurobiology and Behavior, Cornell University, author of
Honeybee Ecology



The Star-Ledger

"Elegant...the highest quality of brain food...[a] revolutionary new vision
of human nature...[a] monumental work...heady stuff from a wonderful,
original thinker...simply stunning...." Lawrence Hall, *Newark Star-Ledger*

“If we could achieve a critical mass of Howard Blooms in the
world, we would have ignition for a new world culture!” -
Professor Robert Temple, Visiting Professor of the History and
Philosophy of Science, Tsinghua University, Beijing, author of
The Sirius Mystery, *The Crystal Sun*, and *The Genius Of
China: 3,000 Years Of Science, Discovery And Invention*.





I Have Met God and He Lives in Brooklyn

Or how the arch-skeptic,
dark lord of Disinformation becomes convinced,
and tries to convince you the reader,
that Howard Bloom is next in a lineage of seminal
thinkers that includes
Newton, Darwin, Einstein, Freud,
and Buckminster Fuller
and how he is going to change the way
we see ourselves and everything around us

Richard Metzger

"Yes, hello?"

"Richard? Howard Bloom."

"Hi, Howard, how are you?"

"Well, not so good. Not too good at all. [Pauses.] Richard, as you are a curator of the extreme, I have a very extreme situation that I would like to propose to involve you in. Does this seem like the kind of thing that you would want to hear about right now? Do you have anything planned for this evening? I have a weird idea and you're the first person I thought of calling."

I'd been corresponding with Howard Bloom, legendary music business publicist and author of the mind-blowing book, *The Lucifer Principle*, for about five weeks now, since we both were interviewed for Alex Burns' upcoming book, *Mind Kampf*. Alex, knowing that my own violently rejected religious upbringing in West Virginia closely resembled his similar boyhood in Australia, brought me into an email discussion he was having with Bloom that ranged from why Christians try to censor other social groups to how much we all admired Jello Biafra to Satanic cults Alex had either joined or at least obsessively researched. It was a lot of fun.

But I'd not yet met Bloom in person, so I wasn't prepared for the crazed energy that came leaping out of the phone line, practically grabbing me by the throat. (As I type this I wonder what *could've* possibly prepared me for the human tornado that is Howard Bloom, and I must confess, I'm drawing a complete blank.) It was an eccentric (and amusing) performance to be sure, but since I hadn't the vaguest notion of what his scene consisted of and he sounded like he'd just snorted a few fucking pounds of crystal meth, I mumbled a few syllables of positive encouragement and committed to nothing. I wasn't exactly in the mood for an Abel Ferrara kind of night, if you know what I mean, but since I'd been calling the guy a genius to all my friends and anyone who'd listen for a month now, I thought I'd at least listen to what he had to say.

And then it occurred to me: Didn't Howard Bloom develop such a bad case of Chronic Fatigue Syndrome in the late 1980s that he had to suddenly retire from running his top rock and roll PR company? Wasn't the über-publicist of the rock era unable to move his jaw for longer than ten minutes without completely wearing himself out? But this is a force of nature on the line. Hadn't he been *horizontal* for the better part of the last decade? Robin Williams himself would sit down and shut up if forced to share the same *country* with this guy!

"Howard, you sound like you're on coke. A lot of it."

"That's what people used to always say to me when I was in the music industry. But I am a bit manic tonight, yes. Well, two weeks ago (January 14) I tried to commit suicide when the divorce proceedings with my wife, Linda, became too much for me. I ate 80 Valium, fourteen Chlorpromazine, and gave myself an intramuscular injection of five cc's of Lidocaine Hydrochloride, which according to my copy of the *Physician's Desk Reference* was an unequivocally fatal dose. I actually was so close to dead that the Grim Reaper had digested my soul and was burping up the remains.

"For two and a half days I lay in bed like a corpse, the blood pooling in my body and breaking out through the skin, almost like stigmata. When I woke up I'd lost the use of three limbs and 40 percent of my circulatory system. I've been experiencing the highest spiritual and intellectual highs and the lowest of the lows in roughly fifteen-minute cycles ever since. As a scientist, it's an incredible thing to witness, but being the person experiencing it, it really sucks. So I tried to kill myself. Yes, you could say I'm a little on edge, that's for sure.

"Anyway what I want to propose is this: You come out here to Brooklyn and baby-sit me. You keep me company and keep me distracted from thoughts of killing myself, and I, for my part, will keep you entertained and be witty and funny and be a genius and, well, uh, that's the job if you choose to accept it. Let me entertain you, in other words. I guarantee it'll be pretty interesting. I really need human contact now. I could die and I'm afraid. I don't want to die. Not tonight. Not for a long time. But I need help. I need a baby-sitter to keep me from killing myself. Does this sound like anything you'd be interested in participating in?"

It's difficult here to get across how utterly persuasive and yet how deeply desperate Bloom sounded that night. His rap was equal parts

War, death, hatred, violence, and even racism
are necessary underpinnings of the genetic plan—
integral components of creation
and of life itself.

sheer force of personality, deft (even unfair) cajoling, and flat-out emotional blackmail, skills no doubt honed during his tenure as the top publicist in the music industry. It was a preposterous position to be put in. Resistance wasn't only futile, it wasn't even an option.

I laughed. "Well, Howard, what you propose is indeed extremely extreme, so, yeah, why not? I'm game. When do you want me to come over?"

"Eleven. I need you to keep me company in the worst hours which are from 4:00 to 6:00 AM."

Howard Bloom's 1995 sleeper masterpiece, *The Lucifer Principle* (Atlantic Monthly Press), is now in its eighth printing, and he's putting the final touches on a new book, *Global Brain*, that furthers his

startling and controversial new theories of evolutionary psychology. Armed with vivid examples combined with meticulous documentation from several scientific disciplines, *Lucifer* (and Bloom's embryonic science of paleopsychology) takes its cue from Thomas Hobbes' *Leviathan*, theorizing that evolution has organized mankind (and every other life form) into "super organisms" (think ant colonies and cell cultures and capitalism and devotion to a cause or religion and you'll be in the Bloomian ballpark) that compete with each other in an eternal biological conflict closely resembling something akin to St. Paul's conception of "original sin." War, death, hatred, violence, and even racism are necessary underpinnings of the genetic plan—integral components of creation and of life itself. *The Lucifer Principle* asks why "our finest qualities often lead us to the actions we most abhor—murder, torture, genocide, and war" and answers it with the cold and clammy facts: Evil, according to Bloom, is an evolutionary imperative. In other words, we're genetically *hardwired* for it.

Far from being an apologist for hate crimes and ethnic cleansing, Bloom wants us to understand hatred, racism, and genocide, to understand our evolutionary development—ourselves, who we are *down to the microbial level*—so we can outwit the script that an apparently insane programmer, God himself, wrote into our genetic code.

Yup. Whatever Bloom has in store for me tonight, I doubt that I'll be bored.

The "D" train to Bloom's Park Slope neighborhood leaves me off at Flatbush Avenue, but the normally bustling open-air hip-hop culture shopping mall is utterly deserted. A healthy fog blanketing the area makes things very much like a Sherlock Holmes story. Brooklyn has transformed itself into Victorian London. It was a nice dramatic touch. As I walked the nearly fifteen blocks to his home.

I tried to imagine what Bloom's apartment would look like. He'd spoken about his medical condition and the women who "watched" him, and I was

imagining, I suppose, a Stephen Hawking sort of figure in a somewhat ambulatory setting.

But when I got there, Bloom himself answered the door. Wait a minute. Hadn't he been paralyzed since the suicide attempt two weeks ago? In fact wasn't he crippled just three hours ago when we spoke on the telephone?

"A lot of weird things are going on right now inside me. I'm walking around in a body that is a bunch of barely-connected parts. I'm getting feeling in my legs that hasn't been there for two weeks—I'd given up thinking I'd ever walk again—and I just walked 5.6 miles around this apartment." He glanced at a pedometer hooked on the belt of his jeans. "Yeah, 5.6 miles. Do you mind walking around with me so I can get the blood flowing?"

HOWARD BLOOM, FORMER PR TO THE STARS

TEXT CHRIS CAMPION PHOTOGRAPHY MOSES BERKSON



DAZED + CONFUSED

EVEN BETTER THAN THE REAL THING

WHAT MAKES STARS? HOW DO REAL PEOPLE BECOME TWO-DIMENSIONAL MYTHS? AND WHY DO WE WANT TO BELIEVE IN THEM? HOWARD BLOOM, FORMER PR TO MICHAEL JACKSON, KISS, ALICE COOPER, PRINCE AND BOB MARLEY KNOWS A THING OR TWO ABOUT THE ART OF PROPAGANDA. ONLY INSTEAD OF SPINNING LIES INTO TRUTH, BLOOM BELIEVES THAT WHAT WE REALLY WANT IS REALITY MADE INTO A MYTH.

The mass mind is full of falsehoods. Hypnotically-suggested half-truths and outright fictions implanted by the mass media shape our fantasies, fears and desires. But for the fake to exist requires a consensus. A belief that it represents truth. Reality, therefore, is a shared hallucination. And nowhere is this process more acutely played out than in the entertainment industry.

Manufacturing illusion and master-minding perceptual tricks is something Howard Bloom knows all about. From '76 to '86, he ran his own bi-coastal public relations and artist consultancy firm, The Howard Bloom Organisation. Among his clients were some of the biggest names on the planet: Michael Jackson, Prince, Bob Marley, KISS, AC/DC, Billy Idol, Bette Midler, Billy Joel and Alice Cooper.

Bloom, who trained as a scientist, claims his first forays into this world were intended as anthropological studies into the workings of the collective mind. He was looking for the passions that drive society, and he found them in the rock'n'roll arena. "The mass media, to me, is where the wild things are," says Bloom. "It's where the rituals of the Gods inside of us, the passions inside of us, that I really wanted to crack, are manifested in modern society."

Bloom retired from his career in PR in '86 after he was diagnosed as suffering from a particularly debilitating form of Chronic Fatigue Syndrome from which he still suffers today. Bloom believed that the kind of passions he saw aroused by rock'n'roll (and the effect that they had on society) had a historical precedent. Virtually confined to his apartment, he began to research and develop ideas pertaining to the neo-Darwinian principle of evolution through group selection (a field all-but-dismissed by prevailing scientific thought in favour of individual survival). Flexing his marketing skills, he created his own school of thought, paleopsychology, the study of behaviour through history. He has written two books, *The Lucifer Principle* and *Global Brain*, that present his meticulously-researched theories in a style as persuasive as his PR spin.

To create Gods for the baying crowd out of beings made of flesh and blood requires an astounding amount of fakery. So much so that a vast industry is dedicated to this one aim. But what makes us perceive someone as a "star" is nothing more than a simple perceptual trick of the mind. The visceral thrill we get at seeing a famous person in the flesh is the result of a powerful shock to the system. The ubiquitous

nature of celebrity as image within the mass media has conditioned our minds to seeing people in two dimensions. The constant feed of new information about the celebrity instils in us an intimate sense of familiarity. This process has evolved to the extent that mediated reality, the realm of the fake, has become truth in our minds. And so, when confronted with the actual, undeniable truth of their physical presence up close, we react violently against our conditioning with awe, amazement, shock and surprise. Witness the hysterical reaction of teeny-boppers when they catch sight of their idols in public at star-studded premieres, in-store signings and concerts. Pubescent yearning is given release with unbridled orgasmic excitement. Screaming, shaking, fainting and moaning. In some cases, inducing an ecstatic trance not unlike that found in tribal religions.

As a former PR to the stars, Howard Bloom scooped the inside track on the mechanisms used to heighten reality of the star persona for maximum emotional effect on the public. But, as he is at pains to point out, he took the opposite route from that which you'd expect. Instead of projecting manufactured myth through a carefully-controlled reality, Bloom specialised in projecting reality as myth. "I discovered that the most real thing on an emotional level is the thing that would seem most false," Bloom contends, "and what would seem most real is in reality the thing that's most false." In other words, he found out that the truth, no matter how fantastic, was far more persuasive than fiction. But the fiction is far easier to fabricate and much harder to refute.

On April 13, 1844, the daily *New York Sun* ran an exclusive on its front pages. It told the story of a group of eight English adventurers who had attempted to cross the English Channel in a hot-air balloon. Three days later they landed in Charleston, South Carolina, having inadvertently made the first trans-Atlantic crossing. The article was furnished with exclusive extracts from the balloonists' diaries and an array of technical information concerning the crossing. Sales of the *Sun* sky-rocketed, prompting its competitors to run their own stories about the astounding adventure, and obtaining exclusive interviews with the men involved. There was one problem. The original story was a fake written by one Edgar Allan Poe. This innocent (but profitable) prank set a precedent. But, as Bloom would find out on several occasions during his tenure as a PR, press hoaxes also came in more insidious forms.

The International News Source of Book Publishing
PUBLISHERS
Cahners. **WEEKLY**

“Blooms debut. *The Lucifer Principle* (1997) sought the biological basis for human evil. Now Bloom is after even bigger game. While cyber-thinkers claim the Internet is bringing us toward some sort of worldwide mind, Bloom believes we've had one all along. Drawing on information theory, debates within evolutionary biology, and research psychology (among other disciplines), Bloom understands the development of life on Earth as a series of achievements in collective information processing. He stands up for ‘group selection’ (a minority view among evolutionists) and traces cooperation among organisms—and competition between groups—throughout the history of evolution. ‘Creative webs’ of early microorganisms teamed up to go after food sources: modern colonies of *E. coli* bacteria seem to program themselves for useful, nonrandom mutations. Octopi “teach” one another to avoid aversive stimuli. Ancient Sparta killed its weakest infants; Athens educated them. Each of these is a social learning system. And each such system relies on several functions. “Conformity enforcers” keep most group members doing the same things; “diversity generators” seek out new things; “resource shifters” help the system alter itself to favor new things that work. In Bloom's model, bowling leagues, bacteria, bees, Belgium and brains all behave in similar ways. Lots of real science and some history—much of it fascinating, some of it quite obscure—go into Blooms ambitious, amply footnoted...arguments. **...Bloom's concept of collective information processing may startle skeptical readers with its explanatory' power.**” *Publishers Weekly*

CHOICE

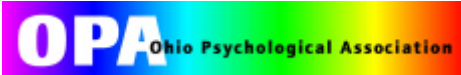
CURRENT REVIEWS FOR ACADEMIC LIBRARIES

"fascinating vignettes give the book an **intense vitality**...highly recommended...on the basis of its lucid, interesting writing and Bloom's important view of human nature." J.H. Riker, *Choice*

Booklist

includes Reference Books Bulletin

"a disturbing book, but...food for thought." *Booklist*



"entertaining as a Ludlum novel --and a lot more plausible. This book attempts nothing less than a reinterpretation of the history of civilization. The argument is brilliant, compelling, and sure to generate controversy. Using a wide-ranging interdisciplinary approach, Bloom illustrates his arguments with examples drawn from the fields of experimental psychology, behavioral genetics, social anthropology, ethology, religion and history. Truly this is an intellectual feast. ...it is a book to be read at once. This could be the most talked about work of non-fiction of the year." Michael B. Leach, PhD. Cleveland Psychological Association Newsletter

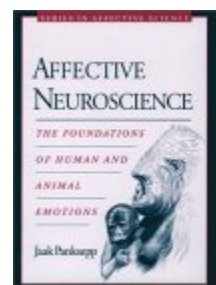


"draws on an impressive range of historical, anthropological, and biological research...thought provoking and...full of valuable insight...." *Kirkus Reviews*

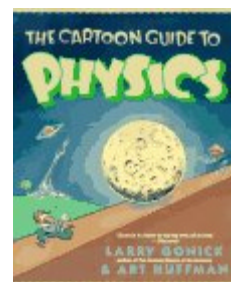
"A fascinating vision of the interplay of life." Nils Daulaire, President and CEO, Global Health Council



"beautifully crafted...The... examples are entrancing...I was carried forward enthusiastically by the force of Howard's vision...A pleasure to read" Jaak Panksepp, author of *Affective Neuroscience: The Foundations of Human and Animal Emotions* (Series in Affective Science); editor of *Advances in Biological Psychiatry*; co-editor (with Manfred Clynes) of *Emotions and Psychopathology*



"a persuasive manifesto." Larry Gonick, author, *The Cartoon History of the Universe*, *The Cartoon Guide to Physics*, and *The Cartoon Guide to Genetics*



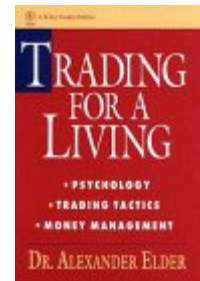
"Howard Bloom's book is an epoch-making and culture-defining treatise. It is destined to be **the Future Shock of our time.**" Bob Guccione, Jr., founder, *Spin Magazine*, founder, publisher, and editor, *Gear Magazine*



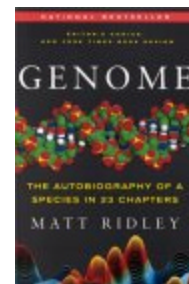
"The Lucifer Principle is **captivating**, well written, thoughtful and **wonderful** at integrating the data of ethology, psychology and biology. The book incorporates material on immune system functioning so new that it is yet to be fully comprehended. It has linked these biochemical changes to social behavior and personal expectancies in a way that throws new light on the question of human nature and the nature of life itself." Herbert Lefcourt, Professor of Psychology, University of Waterloo, author of *Locus of Control* and *Humor and Life Stress—Antidote to Adversity*



"A brilliant, **thrilling** book on the human condition, exploring the role of aggression in the daily life of the society and covering a wealth of related topics. One of the best books I've read in many years - highly recommended." Alexander Elder, author, *Trading For A Living*



"...on group selection, you should consult Wilson and Sober's article in a recent issue on *Behavioural and Brain Sciences* (1994) together with various rebuttals in the same issue. Also, Howard Bloom's new book *The Lucifer Principle*." Matt Ridley, author of *Genome*



"**This book will startle and challenge.**" Fr. Edmund Campion, author of *Rockchoppers* and *A Place In The City*



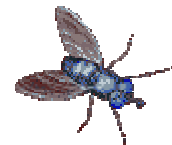
The Courier-Mail

"Bloom...has such a sure grasp of his subject and such an engaging keenness to communicate, the book is almost **exhilarating**. ...History in Bloom's hands is so exciting one begins to get skeptical. But every hair-raising example, such as the fact that 30,000 Japanese jumped to their deaths over a cliff at Okinawa, is meticulously supported by source notes. There is also a most impressive bibliography. ...Bloom is doing us a favour...his entertaining and slightly outrageous book pulsates with bizarre insights into history, sociology and anthropology." Graham Howland, *The Courier-Mail*, Perth, Australia

"In Howard Bloom's book *The Lucifer Principle*, he describes human social groups as superorganisms, whose members merge their minds into a single mass-learning machine. This is clearly a radical proposal that differs from the current view of human evolutionary psychology. If you look for it in the pages of *The Adapted Mind*, you will not find it. The idea tends to appear heretical. But the idea of group-level cognition is new and may be highly relevant to human evolutionary psychology." David Sloan Wilson, Department of Biological Sciences, State University of New York, Binghamton, co-author with Eliot Sober of *Unto Others: the evolution of altruism*



“**extraordinaire**... bouquin The Lucifer Principle A propos du livre, le texte de l'éditeur en dit long sur l'enthousiasme qu'il peut provoquer. Jugez plutôt:

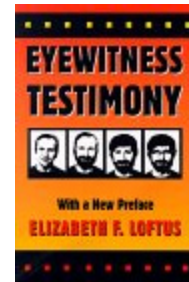


“Le livre le plus important écrit ces 30 dernières années [**the most important book written in the last 30 years**], c'est l'avis de la critique et surtout de la communauté scientifique américaine à propos du livre de Howard Bloom qui bouleverse toutes les idées reçues que le genre humain se fait de lui-même. Certains journalistes n'ont pas hésité à dire que 'Le Principe de Lucifer, une exploration des forces qui gouvernent l'histoire' est aussi important que l'origine des espèces de Darwin. Du Washington Post en passant par le Boston Globe, la critique américaine est unanime à mettre en avant le génie de Howard Bloom, confirmée en cela par des universitaires, dont Leon Uris, de Stanford aux USA à Oxford en Angleterre. Un livre fascinant, exceptionnel, unique, d'une culture encyclopédique sans égal, serties d'une logique implacable. PERSONNE ne peut sortir intellectuellement indemne après cette lecture dramatique. '

"Cela dit, je partage volontiers l'esprit de cette critique, et particulièrement de la dernière phrase. Je ne pense plus pareil depuis que j'ai lu Bloom, c'est clair." Pascal Jouxte, Bureau des Contagions <http://www.contagions.com/>

"Howard Bloom's *Global Brain* is filled with scientific firsts.

It is the first book to make a strong, solidly backed, and theoretically-original case that we do not live the lonely lives of selfish beings driven by selfish genes, but are parts of a larger whole. It is the first to propose that sociality was implicit in the start of the universe--the Big Bang. *Global Brain* is the first book to present strong evidence that evolutionary, biological, perceptual, and emotional mechanisms have made us parts of a social learning machine--a mass mind which includes all species of life, not just humankind. It is the first to take this idea out of the realm of mysticism and into the sphere of hard-nosed, data-derived reality. And it is one of the few books which carry off such grand visions with energy, excitement, and keen insight." Elizabeth Loftus, past president, American Psychological Society, author, *Witness for the Defense*, *The Myth of Repressed Memory*, and *Eyewitness Testimony*

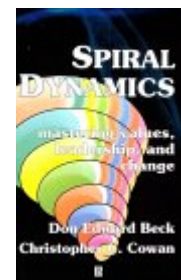


"In a superbly written and totally original argument, Howard Bloom continues his one-man tradition of tackling the taboo subjects. With a marvelously erudite survey of life and society from bacteria to the Internet, he demonstrates that group selection is for real and the group mind was there from the start. What we are entering now is but the latest phase in the evolution of the global brain. This is a must read for

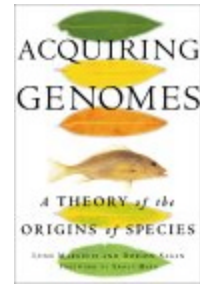
professionals and laymen alike." Robin Fox, founder of the Anthropology Department at Rutgers University, advisory board member, Social Issues Research Center, editor, *Biosocial Anthropology*, editor, *Neonate Cognition*, author of *Encounter with Anthropology*; *The Red Lamp of Incest: An Enquiry into the Origins of Mind and Society*; *The Violent Imagination*; *The Search For Society*, co-author of *The Imperial Animal* and of *Kinship and Marriage (Cambridge Studies in Social and Cultural Anthropology 50)*



"Howard Bloom's work is simply brilliant and there is nothing else like it, anywhere--we've looked, as have our colleagues. *Global Brain* is powerful, provocative, and mind-blowing." Don Edward Beck, Ph.D., author of *Spiral Dynamics*, co-director, National Values Center, Denton, Texas.



“The Thales of the Internet, Howard Bloom thinks what he wants, writes what he thinks, and performs his synthesis with a good heart, uncompromising truth, creative brain, and mountains of evidence. From the bacterial web of Eshel Ben-Jacob to the scientific sidelining of Professor Ling, we see the daunting power of groups that interact and sacrifice their members in order to thrive and evolve. *Global Brain* is a historical tour-de-force, one based on evolution and the complexity of adaptive systems.”



Dorion Sagan, author of *Biospheres*, co-author of *Into the Cool: The New Thermodynamics of Life*, and co-author with Lynn Margulis and Ernst Mayr of *Acquiring Genomes: A Theory of the Origins of Species*

"Stunning! Howard Bloom has done it again. He is certainly on to something." Peter Corning, Director, Institute for the Study of Complex Systems, past President, International Society For the Systems Sciences, author of *The Synergism Hypothesis: a theory of progressive evolution* and *Nature's Magic: Synergy in Evolution and the Fate of Humankind*.



"Howard Bloom believes that the Leviathan, or society as an organism, is not a fanciful metaphor but an actual product of evolution. The Darwinian struggle for existence has taken place among societies, as well as among individuals within societies. We do strive as individuals, but we are also part of something larger than ourselves, with a complex physiology and mental life that we carry out but only dimly understand. With this bold vision of evolution and human behavior, Bloom has raced ahead of the timid scientific herd." David Sloan Wilson, co-author of *Unto Others: The Evolution and Psychology of Unselfish Behavior* and *Darwin's Cathedral: Evolution, Religion, and the Nature of Society*



"Bloom paints a spirited and wide ranging picture of the importance of information sharing and other forms of cooperation in organisms ranging from bacteria to humans. Arguments on group vs. individual selection are normally conducted in dense prose, but Bloom's overview is high, swift, and enjoyable." Peter J. Richerson, Department of Environmental Science and Policy, UC Davis; co-author (with Robert Boyd), *Culture and the Evolutionary Process*, co-editor, *Human by Nature: Between Biology and the Social Sciences*



amazon.com.



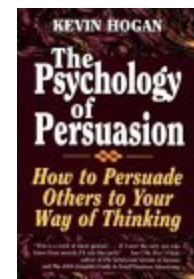
“some visionaries absorb as much information as they can and transform it into a new way of seeing the world and our future, as Howard Bloom has done in ‘[Global Brain](#).’...Is the Internet a mirror of bacterial DNA transfer? Only super-smarty Howard Bloom could take an idea like that and base an engrossing, **brain-changing** book on it. ‘[Global Brain: The Evolution of Mass Mind From The Big Bang to the 21st Century](#)’ is the result and, while it's copiously referenced with books and papers from all fields of science, its tone is **almost spiritual**. Bloom sees networking everywhere he looks, and soon the reader will, too; he's persuasive without being pedagogical. Now that we're all hooked up electronically, he asks, what happens next? His suggestions are **as exciting as the best science fiction** and as convincing as the best research paper.” Rob Lightner, Science Editor, Amazon.com

Editorial Reviews

Amazon.com

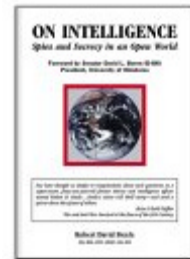
“The reader is swept up in Bloom's vision of the power of mass minds and, before long, can't help seeing the similarities between ecosystems, street gangs, and the Internet. Were Bloom not so learned and well-respected--more than a third of his book is devoted to notes and references, and luminaries from Lynn Margulis to Richard Metzger have lined up behind him--it would be tempting to dismiss him as a crank. His enthusiasm, the grand scale of his thinking, and his transcendence of traditional academic disciplines can be daunting, but the new outlook yielded to the persistent is simultaneously exciting and humbling. Bloom takes the old-school, sci-fi dystopian vision of group thinking and turns it around--Global Brain predicts that our future's going to be less like the Borg and more like a great party. --Rob Lightner, Science Editor, Amazon.com

“Any other author on earth would consider this book their crowning achievement. But you see, Bloom wrote *The Lucifer Principle* and that became the Bible and you can't top **perfection**. *The Global Brain* is a monumental work and one that has instant application in the world. The prologue has

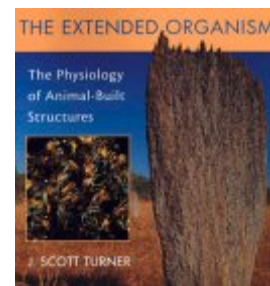


more useful information in it than most books do. The Chapter 'Reality is A Shared Hallucination' is one of the finest discussions of what could be called 'social psychology' that I have ever read. Buy this book, read it and think, 'How does this help me understand each person I meet?' You will have answers." Kevin Hogan, author of *The Psychology of Persuasion* and *Talk Your Way to the Top*.

"For some time now I have been contemplating hive mind, world brain, and my own variation, the virtual intelligence community with intelligence 'minutemen' (this becomes especially important in homeland security) but Howard Bloom's *Global Brain* was a real break-through for me in understanding the biological roots, the losses in brain matter due to cultural and language conformity, and the much larger issue of the war between species. Really, truly, **one of the finest books I have ever read.**" Robert D. Steele, CEO, Open Source Solutions Inc, author of *On Intelligence: Spies and Secrecy in an Open World and Protecting Our Children's Future* *The Citizens' Handbook on Fighting Terrorism, Germs, Toxic Waste & Crime*.

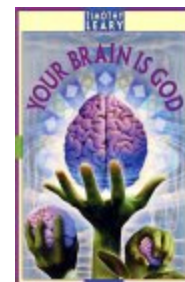


"Bloom's synthesis of immune function, limbic function and group selection is one of the most intriguing ideas this **fascinating** book has to offer. For the first time in decades, it moves discussion of this important issue beyond the sterile debate over whether altruism is really altruism or just selfishness in disguise." J. Scott Turner, author of *The Extended Organism: The Physiology Of Animal-Built Structures*



"This is a **monumental, epic, glorious** literary achievement.

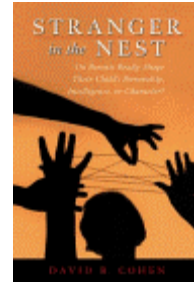
"Every page, every paragraph, every sentence sparkles with captivating metaphors, delightful verbal concoctions, alchemical insights, philosophic whimsy, absurd illogicals, scientific comedy routines, relentless, non-stop waves of hilarity.



"The comparisons to James Joyce are inevitable and undeniable. Finnegans's Wake wanders through the rock 'n roll sixties.

"Wow! Whew! Wild! Wonderful!" Timothy Leary, referring to Howard Bloom's book *How I Accidentally Started The Sixties*

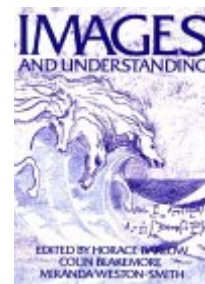
"I was bowled over by Bloom's incredible erudition, marvelous prose, and prophetic vision. Sometimes I think **Howard Bloom IS the global brain!**" David Cohen, University of Texas at Austin, author of *Stranger In the Next: do parents really shape their child's personality, intelligence, or character?*



"A fascinating new evolutionary theory which **could deeply change our view of life**, and a new worldview which could radically change our interpretation of social structures." Florian Roetzer, editor, *Telepolis*, Germany, author of *Digitale Weltentwürfe. Streifzüge durch die Netzkultur* and *Megamaschine Wissen*.



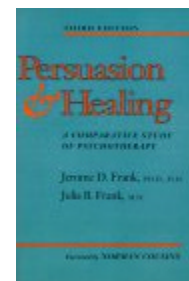
"Howard Bloom has written a 'World History' from a new and different viewpoint based upon the psychological structure and natural predispositions of the human mind. His story, with its brash speculations, is a challenging and welcome alternative to those based on theistic or political assumptions. Read *The Lucifer Principle*, and ponder." Horace Barlow, Royal Society research professor of Physiology, Cambridge University, co-editor *Images and Understanding: Thoughts About Images: Ideas About Understanding*



"Le livre le plus important écrit depuis Darwin" ("**The most important book since Darwin.**") Le Jardin des Livres, Paris



"I'm in full agreement with *The Lucifer Principle*. It is fascinating, erudite, enjoyable, stimulating and **lively**." Jerome D. Frank, M.D., Ph.D., Professor Emeritus of Psychiatry, The Johns Hopkins University School of Medicine, author of *Psychotherapy and the Human Predicament*, *Persuasion and Healing: a Comparative Study of Psychotherapy*, and *Sanity And Survival: Psychological Aspects Of War And Peace*



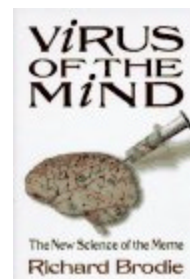
“Howard Bloom is the only person I know with knowledge of and interest in the behavior of all organisms, processes in evolution that have been going on for billions of years, but also the most ephemeral cultural phenomena. In spite of this incredibly broad area of interest, Bloom's never superficial.

Bloom writes like a popular entertainer and has the intellectual luggage of Darwin.

In fact Howard Bloom's involved in a theoretical debate that may well change the future of Darwinism, but Bloom makes it fun instead of elitist, boring, and dogmatic. Bloom's not a walking encyclopedia either--he walks very little and can make sense out of a chaos of data. Bloom hasn't fallen into the trap of fragmentation of knowledge. He's also avoided allowing his Grand Theory of Everything to turn him into a dogmatic person, no longer interested in the scrutiny of evidence. His theories are not the subtle falsifications of would-be panoptic thinkers. Bloom's probably the only person alive today who can make original and insightful comments on current political developments in the US, Far East or Middle East with the benefit of knowledge of the evolution of the universe in the past 13 billion years. It's as if Bloom were an immortal observer from a different universe. Yet Bloom has a gut feeling for the whims we are weeping. It's as if Howard Bloom breathes the popular culture of the day. Bloom is so prolific (and on such a wide variety of subjects: education, popular culture, politics, history and biology - sorry, I forgot cosmology) that hiring him is a cost-cutting exercise. A creator of a television show on politics or science or a scientist engaged in esoteric work on neurobiology can sack four others if he's lucky enough to get Bloom involved.” Marcel Roelé, science writer for Holland's *Algemeen Dagblad*, *Intermediair*, and *HP/De Tijd*. Former board member of European Sociobiological Society and former book review editor of the *Journal of Social and Evolutionary Systems*. Author of: *De eeuwige lokroep: Over seks, sekseverschillen en relaties*; and *De mietjesmaatschappij: Over politek incorrecte feiten*.



"God, this is GREAT stuff!" Richard Brodie, author, *Virus of the Mind: The New Science of the Meme*, original author/programmer of Microsoft Word.



Letters from experts and from fans

After

Howard Bloom's

Television, radio, and electronic appearances

“In the '70s, celebrities went to feel good doctors for 'Super vitamin' shots; b complex or something. The celebs usually felt **euphoric** and exhilarated for days. My six interviews with Howard Bloom have made me feel the same way. Our chats leave my brain spinning with so many new ideas, I'm inspired to push harder and think deeper. Howard, keep thinking, and above all, keep writing!” Jon Beaupre, KPFK-FM and KCET-TV, Los Angeles



“When organizing our international **MESHWORKS** conferences, an electronic appearance by Howard Bloom is a must. In all my research, reading, and exposure to complex ideas, I've never encountered a person who has Bloom's reach and depth. He seems to know things nobody else in the world knows, and he delivers his insights with a personal passion that is **Messianic**. Unlike other great thinkers, Bloom has ventured into the real world—in harm's way—to test his ideas and confront the Dragon in his own lair. What's more, he's survived to tell the tales. Howard Bloom is **a global treasure**.” Don Beck, Ph.D., co-director, National Values Center, co-author of *Spiral Dynamics: Mastering Values, Leadership & Change*, and creator of MeshWORKS™: The Search for Human Cohesion in a World of Fragmentation

“Thank you so much for such a stimulating, **awesome** convention last weekend. I have to admit the most powerful piece, the one that really moved me and literally brought me and my girlfriend to tears, was the video of Howard Bloom.” D. Shawn Bosler, *The Village Voice*, writing to the organizers of the DisinfoCon 2000 convention.



“Congratulations on last night's show. I have honestly never seen anything like this before. It's **televisual narcotics for the spirit**. Howard Bloom is quite probably a genius.” Bill Fairhall, viewer, Channel 4, Britain's half-hour profile on Howard Bloom.



“You are a true inspiration, a model of the leader who gives to his people, a secular prophet. Your contributions are like diamonds! Brilliant! As the diamond refracts light better than other transparent substances, so your intellect creates rainbows of insight.” Lynn D. Johnson, Ph.D., President, Solutions Consulting Group, Inc.



Life at the Cell and Below-Cell Level

The Hidden History of a
Fundamental Revolution in Biology

“I want to take my turn thanking you for your marvelous enthusiasm, your profuse knowledge, your great intelligence and insight, and your almost uncanny ability to put together so much valuable knowledge in such a short time for the benefit of others. ... Somehow I feel you are the first one who has made a real contact with my thoughts.” Dr. Gilbert N. Ling, founder, Damadian Foundation for Basic and Cancer Research; author, *A Physical Theory of the Living State*.

“Your video speech is brilliant.....@!\$#@% brilliant. You're too much!!!! I'm blown over. I'm so pleased to be in your loop. Man oh man. And Yikes too. You've raised the hair on my neck.... I feel reborn. And reawakened. Thank you.” Raleigh Pinskey, author of *101 Ways to Promote Yourself, You Can Hype Anything: Creative Tactics and Advice for Anyone With a Product, Business or Talent to Promote*, and *The Zen of Hype*, on Howard Bloom's video-lecture “Leadership In a Networked Age.”

“Your ideas were like a brilliantly expressed realisation of what I've often thought myself but have thus far been unable to properly elucidate. I'm seriously even thinking about taking a degree in evolutionary biology (or some such related subject) when I finish my current degree, as a result.” Richard J. Locke, viewer, Channel Four, Britain's half-hour profile on Howard Bloom.

“Your comments were brilliant -- like a tough massage after which you start feeling different.” Dr. John Robert Skoyles, neurobiologist, co-author of *Up From Dragons: The Evolution of Human Intelligence*



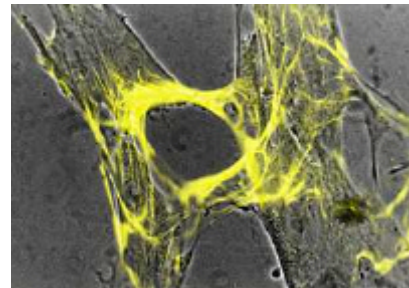
“Your ability to delicately interweave new and old paradigms into a cohesive whole is seminal, refreshing, and often brilliant.... I appreciate the intellectual stimulation -- for me it’s a natural (and safe and legal) endorphin-enhancer.” Dr. Alondra Oubré, medical anthropologist, author of *Instinct And Revelation*.



“You have a remarkably powerful mind. That is not a compliment; it’s a fact. I happen to enjoy intelligent people! When that intelligence is combined with a deep caring, then it’s very special. You are a special soul. Period. Full stop. Too many compliments and you will be impossible to deal with! Best, and thanks for your inspirations....” John C. Fentress, Ph.D., Departments of Psychology & Neuroscience, Dalhousie University, researcher in the social behavior of wolves.



"Know this about him: He is not inflated, nor is he unkind. He possesses the tender heart of a child, the hands of a healer, the courage of a warrior and the mind of a scholar. If you meet him, you will look upon an ordinary man, with extraordinary talent. He is no different from you or me, except he does not judge, but only seeks to educate and to help." Toni Caravello, author of *A Jungian Analysis of The Matrix*



“I just watched the Channel Four TV show for the first time last night with some of my best friends. I just wanted to let you know that you made me cry. You are simply one of the most wonderful human beings I have ever had the pleasure of meeting. You put so succinctly, so poetically, and so powerfully a message I have long been trying to articulate--a message of the wonder and hope that is finally close for all of us. Your appearance on that show, Howard, moved me beyond words. It just resonated inside of me, with something I have put my faith in since I was a little kid. You are going to touch so many people, Howard. You touched me dearly, and I wanted to thank you for it. Even now, tears are coming to my eyes. Thank you so much. You are such a brilliant light, Howard, a fantastic, brilliant, light. Thank you, thank you, thank you.” Nick Hodulik

SPIN

PRINTED
MATTER

Giving Beelzebub Equal Time Howard Bloom's journey to the heart of darkness in *The Lucifer Principle*.

IF HOWARD BLOOM were a Catholic, he'd be on the road to hell. First there's his take on God: "If there is a God, his creatures have revealed him as the ultimate sadist." Then, there is Bloom's hubris in formulating the "Lucifer Principle," the basis of a compelling new book by the same name. Blending aspects of psychology, biology, and sociology, Bloom argues that evil is an unavoidable, undeniable part of all life and that since the dawn of civilization, it has had a stranglehold on us humans. Or rather, on us animals. Bloom sees our instinct for war, our need to form pecking orders in government and on the job, and even in our families, as springing from the most primitive, and often uncontrollable, portion of our brains. There are no wholly innocent beasts: Chimp mothers have been known to devour their neighbors' young, and throughout history men (and women, Bloom adds) have plundered and punished, marred and murdered their fellow man. Contemptible behavior has headed the bill from the Emperor Constantine to Oliver Cromwell to the Ayatollah Khomeini, all of whom killed in the name of religion.

Bloom doesn't completely give in to our dark side, nor does he leave his reader feeling powerless. Instead, he dissects the monster. Understanding our biological destiny (i.e. our need to dominate) is fundamental to changing our

behavior and culture, he claims, and that's the first step to making a better, more peaceful world. But until that first step is taken, the human race will continue to indulge its satanic appetites. A lifelong student of science, Bloom has always sought to understand the nature of things—concocting a jar of cold cream from raw ingredients at 11, building a computer at thirteen, and, at 15, working on a cancer study in a biochemistry lab. Even while writing poetry and editing *Circus* magazine, he kept abreast of

genetic breakthroughs in the world of science. For 17 years, up until 1988, Bloom worked as a veritable publicity machine for a pantheon of rock gods, from Michael Jackson to Billy Idol. Surprisingly, his experience in the music biz proved to be a crucible for original thought.

"Everything from the wolf-pack behavior of music business executives to the lemming-like conduct of hypocritical journalists helped shape my insights," he explains. Bloom observes that rock creates an atmosphere of primal sensations, albeit devoid of Beelzebub. "The real magic of

rock happens at a concert, where, if the performers are successful, individuals...merge in a pulse of common emotion," he notes. "This consolidation mirrors the force that creates much of both human good and evil."



The devil and Mr. Bloom:
Author Howard Bloom takes
an evil throughout history.

Illness forced Bloom to leave the music world in 1988—one year earlier than he had planned, having always intended to get back into science—and now keeps him confined to his room most days. "Once a year or so, a window of several months arrives in which I can walk outdoors once a day," he explains. While his body may be limited in its reach, his mind is grasping more than ever before. *The Lucifer Principle* (Grove/Atlantic) is just the first in a series of science-based books he plans to write, all in an effort to move toward a better understanding of the duality of human nature.

"Lucifer's bottom line?" Bloom asks. "Idealism is a necessity for anyone who gives a damn about this world. But keep an eye on your dedication to a larger cause. When it dictates hating or hurting others, it is often a form of group greed in disguise." Patrice Adcroft

The Bloom Effect

Nassir Isaf, Bainbridge Island, WA. Why am I scared? Because I am 18 years old and used to think of myself as liberal through and through. Now I can't. I used to spit on the American flag because of political blunders, now I can't. I used to forgive ultra-Conservatives, excuse away religious fundamentalists, cheer on pacifists. I thought I had a mind! I thought I had free will! I thought I had goals and dreams



and wonders and I thought I was ALIVE! Now nothing matters. Nothing. I am a hairy lad, and I have read more books on more subjects on more opinions than I have hairs. And none have sent me into the crazed spiral of self-doubt and worry that this book has. **I am nothing now.** Nothing. Everything is useless. Everything is pointless. **But now I have eyes.** Bloom fears Islam. Bloom also fears America. But Bloom does not forgive the fact that given America over Islam, he would take the former any time. Bloom is not scared about Judaism. Judaism doesn't want us all dead. Is this a narrow view? Probably. Bloom even ADMITS this. But the way he puts it... you will fear Islam. Not enough to hate Islam - Bloom rants endlessly about moral imperatives and the like - but fear Islam because it can and WILL bring America to its knees if we are not careful. This book will have you thinking that Equatorial Guinea could bring us to our knees. It is racist in the same way "The Bell Curve" is racist. In a way that points out what we refuse to see and sorrowfully shakes its head as it is forced to admit that this is the truth. It is paranoid in the same way "1984" is paranoid. Watch out, or you'll end up like this. And it proves it. My lord, it proves it. This is a book about social psychology. It is also a book about politics. It is also about history. The back of the book reads "Science" and not one of these other topics. This book defies genres. It is **a desperate cry for movement and action** and awareness that transcends barriers. Bloom wants humankind to rise above itself. But to begin, we must know what humankind is. People! The time has come! This book will fall through history as a turning point - the book that

brought ALL fields together and found something frightening. Is Bloom wrong sometimes? Yes. Yes yes and double yes. There are basic historical errors here. Blind shots in the dark. But is Bloom a stinking genius intent on shocking us out of our minds? Yes! Run away if you wish to forever remain blind. You only thought you knew what you were until you read this book. I want to burn it. I wish I had never read it. I wish Howard Bloom had never been born. And it is now my Bible. It is undeniable. It is a force unto itself. Everything you believed before, it will rip from you. It will leave you a boneless jelly of confusion. **It will be the voice of a new philosophical generation.** Will "Bloomian" be risen to the level of "Machiavellian", "Marxist", "Platonic", "Darwinian", "Sadism", "Boycott"? I fear it will be so! I hope it will be so! I want to weep and grind my teeth. I am angered. I am humbled. I am overwhelmed, tied, beaten. I want to tear my soul from my body and deny I am human. And I know I am. More than ever. I am human. So are you. You thought we had problems before? You had no idea whatsoever. Live with it. There is NOTHING ELSE YOU CAN DO. END

goronski@yahoo.com (Daniel Goronski) Your book "The Lucifer Principle" is amazing. It gives me a feeling of understanding and the ability to predict the future. I am reading it for Business ethics 385 at Portland State. Currently I am on page 180. But never have I been so eager to read a book for class. **You have a network set in your brain that is being spread like a forest fire in wind.** People who look at your book as being false have chosen to turn their heads to the truth. Unfortunately, it may come back to them in the presence of something horrific. (Oklahoma Bombing, WWII, etc. When the time comes to repeat history people well have not a clue to the others purpose and shall be left frozen like a deer in headlights. Thanks for letting me build on my neural net

To read **Global Brain** is **to emerge as if from a whirlwind: shaken** but elevated and empathetic to the singularity of Bloom's vision for a global world. We join him in our altruistic empathy for humankind as we march forth in our selfish pursuit for the survival of our species. Geraldine Reinhart Waller, author, *The Alekseev Manuscript*



biography

Howard Bloom, a Visiting Scholar at New York University, is founder of the International Paleopsychology Project, executive editor of the New Paradigm book series, a founding board member of the Epic of Evolution Society, and a member of the New York Academy of Sciences, the National Association for the Advancement of Science, the American Psychological Society, the Human Behavior and Evolution Society, The International Society of Human Ethology, and the Academy of Political Science. Bloom is the author of two books, *The Lucifer Principle: A Scientific Expedition Into the Forces of History*, and *Global Brain: The Evolution of Mass Mind From The Big Bang to the 21st Century*. He has worked at The Roswell Park Memorial Cancer Research Center, has done research on Skinnerian programmed learning at Rutgers' Graduate School of Education, and has been featured in every edition of *Who's Who in Science and Engineering* since the publication's inception.

Bloom has appeared on *Good Morning America*, the *CBS Morning News*, *CBS Nightwatch*, BBC-TV, and the Australian Broadcasting Company's equivalent to *60 Minutes—Lateline*. Holland's VPRO-tv aired a three-hour special on Bloom and his theories on human violence; Holland's KRO-TV starred Bloom in a one-hour television special based on his book *Global Brain*; and Britain's Channel Four profiled Bloom in a half-hour segment that increased ratings from a normal eleven to a sixteen share in its time slot. Bloom is also a regular on North American talk radio, where he has put in more than 40 appearances.

Says Dr. Christopher Boehm, director of the Jane Goodall Research Center, "Howard Bloom should be taking notes on what he is doing every hour of the day. He is single-handedly creating a scientific revolution."

"Howard Bloom
may just be the new Stephen Hawking...

...only he's not interested in science alone, he's interested in the soul."--Aaron Hicklin, editor of *Gear Magazine*.

