



The Crowd: A Study of the Popular Mind

Gustave Lebon

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"The following work is devoted to an account of the characteristics of crowds. The whole of the common characteristics with which heredity endows the individuals of a race constitute the genius of the race. When, however, a certain number of these individuals are gathered together in a crowd for purposes of action, observation proves that, from the mere fact of their being assembled, there result certain new psychological characteristics, which are added to the racial characteristics and differ from them at times to a very considerable degree."-From the Preface to "The Crowd: A Study of the Popular Mind", a pivotal work in the field of group psychology which was written in 1895 by French social psychologist, Gustave Le Bon.

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