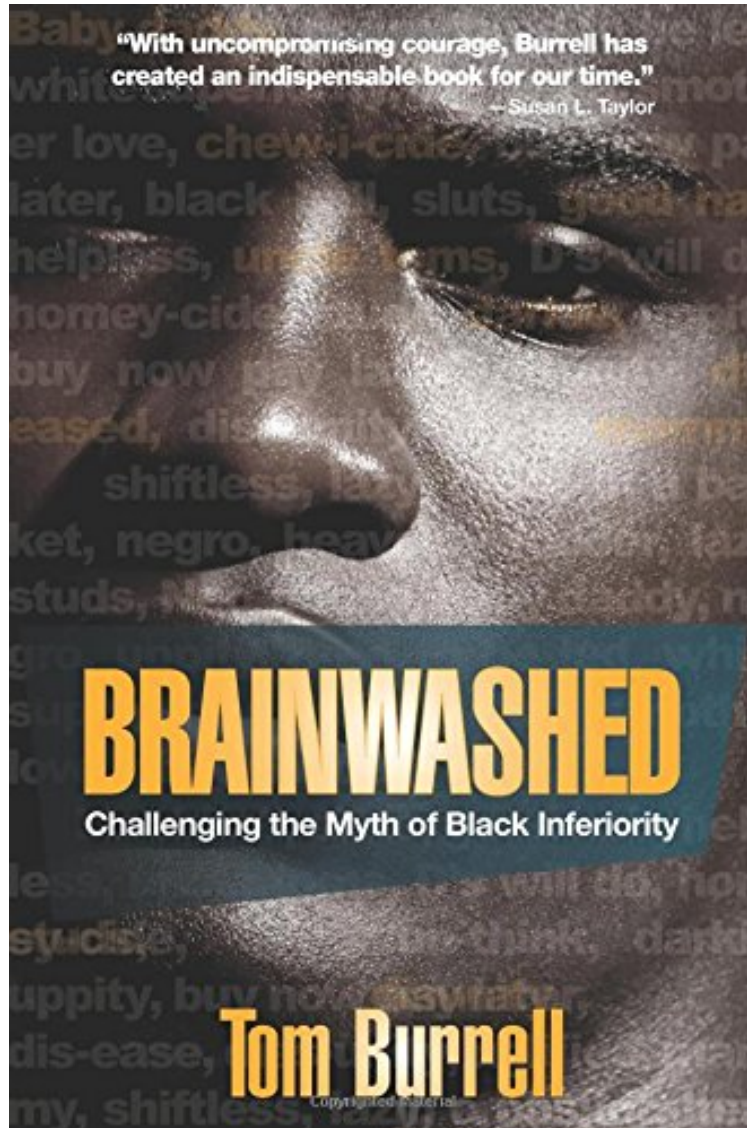


(Download) Brainwashed: Challenging the Myth of Black Inferiority

Brainwashed: Challenging the Myth of Black Inferiority

Tom Burrell

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Tom Burrell : Brainwashed: Challenging the Myth of Black Inferiority before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brainwashed: Challenging the Myth of Black Inferiority:

3 of 3 people found the following review helpful. Five Stars By Amy EVERYONE living in America should read this book. 1 of 1 people found the following review helpful. Necessarily Enlightening! A Great Read! By TarheelTimLife altering! Reinforced what I had been growing conscious of (namely, how detrimental consuming the wrong kinds and forms of media can be to one's sense of equality). This book is a must read for anyone who is susceptible to the subtle propaganda that is dispersed all day, every day. 1 of 1 people found the following review helpful. Essential Spur to

ActionBy Marianne KehoeAs a white and self-proclaimed liberal reader, I was astounded to read how I've also been brainwashed. The problems and solutions so well outlined in this book are even more important in our post-Obama era. Though I'll never be "black in white skin", I now better comprehend slavery's insidious influence on present behavior.

“Black people are not dark-skinned white people,” says advertising visionary Tom Burrell. In fact, they are much more. They are survivors of the Middle Passage and centuries of humiliation and deprivation, who have excelled against the odds, constantly making a way out of “No way!” At this pivotal point in history, the idea of black inferiority should have had a “Going-Out-of-Business Sale.” After all, Barack Obama has reached America’s Promised Land. Yet, as *Brainwashed: Challenging the Myth of Black Inferiority* testifies, too many in black America are still wandering in the wilderness. In this powerful examination of “the greatest propaganda campaign of all time”—the masterful marketing of black inferiority, aka the BI Complex—Burrell poses ten disturbing questions that will make black people look in the mirror and ask why, nearly 150 years after the Emancipation Proclamation, so many blacks still think and act like slaves. Burrell’s acute awareness of the power of words and images to shift, shape, and change the collective consciousness has led him to connect the contemporary and historical dots that have brought us to this crossroads. *Brainwashed* is not a reprimand—it is a call to action. It demands that we question our self-defeating attitudes and behaviors. Racism is not the issue; how we respond to media distortions and programmed self-hatred is the issue. It’s time to reverse the BI campaign with a globally based initiative that harnesses the power of new media and the wisdom of intergenerational coalitions. Provocative and powerful, *Brainwashed* dares to expose the wounds so that we, at last, can heal.

About the Author Marketing communications pioneer and Advertising Hall of Fame inductee Tom Burrell is credited with revolutionizing the image of African Americans in television and changing the face of American advertising. His award-winning work promoted positive and realistic images of blacks and acknowledged the purchasing power of the African American community. Burrell is the founder of The Resolution Project, a nonprofit organization that promotes intra-racial dialogue and community-based new media “stop the brainwash” campaigns. He lives in Chicago’s South Loop area.