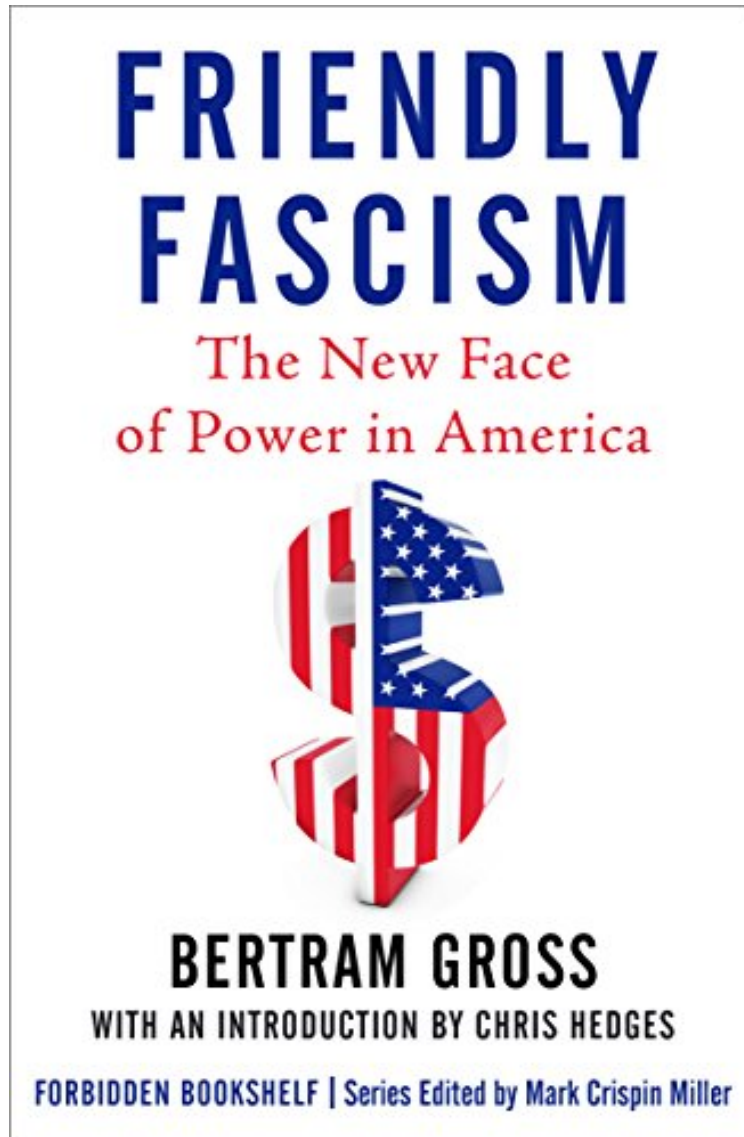


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## Friendly Fascism: The New Face of Power in America (Forbidden Bookshelf)

*Bertram Gross*

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**Bertram Gross : Friendly Fascism: The New Face of Power in America (Forbidden Bookshelf)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Friendly Fascism: The New Face of Power in America (Forbidden Bookshelf):

0 of 0 people found the following review helpful. This book should come with flashing warning signs for the entire world. By R. Ruiz given the current political climate and division in America, this book serves as a history lesson and warning of what can happen if we, the people, do not take get smart and shape our country. This book will scare you

given the clear similarities of past history to current political rhetoric. It should come with flashing warning signs for the entire world. 20 of 24 people found the following review helpful. November 2016 - Timely as HeckBy Sheryl L. Katz  
Is it surprising that this obscure book is suddenly number two in sales in its category as this review is being written one week after the election of Donald Trump? Fascism is a loaded word, and this book, "Friendly Fascism" attempts to analyze the fascist currents in modern democracies with some degree of scholarly removal so that we can look rationally at the state of our society. Gross was showing how many elements of Fascism were firmly embedded in American Society in the 1980s. While the historical context of the book is not up to date, the analysis is still very relevant. The book gives the reader some understanding of Fascism and its history, so that the reader can identify and resist the Fascism of corporativism. If one were to apply Gross's analysis one might say that the election of Trump was not the election of a potential Fascist to turn American Society Fascist. Instead, the dissatisfaction that led to Trump's election was probably driven by deep dissatisfaction with economic hardship and income inequality that to some extent was a result of fascistic elements already present in our country. For those of us struggling to come to grips with what is happening in the US, this book is illuminating and well worth reading. I have found it compelling. The ideas in it are not new to me - they have been picked up by other, later, writers like Chris Hedges. But the historical context on the whole is quite good, and for me I felt that it did - oddly - give me some comfort. 10 of 12 people found the following review helpful. dystopian corpocracy/corporate society By IronGaspar  
This book is a little dense in some parts and even though the editor did a good job I think he could've done better. Still, it's an interesting read, especially because of the corporate Propaganda themes, its lobbies and strong ties with the government. The book is a great source to feel and understand the zeitgeist due to it was first published almost 30 years ago. The author was an insider in the government during those days, so thanks to that, we also get a pretty good context and descriptions of that time. If I could describe the book then I would say it's a dystopian mix of Orwell and Huxley, but with the Corporation as "villain" instead of the Government. But at the end of the book and in a kind of pessimistic/realistic way, the author gives us a little hope describing some trends that could save the day. Bertram thinks it's going to be difficult to fight against this "faceless oligarchy" because the average joe will be prey of the creeping normalcy bias (and brainwashed) and that the more prepared, informed citizens (and even the dissidents) will be reduced, deceived and deflected by a co-optation strategy. There is no doubt that the author was right in some trends, behaviors and descriptions of today, but I think that he was very influenced by the mood and worries of his time, so some of his analysis don't apply anymore or were wrong. Nonetheless, some of his warnings have much relevance today and should be considered. The positive things he sees (and not without a lack of buts) are the communications technologies, the "humankind's long history of resistance to unjustified privilege" and the growing proliferation of community and civil groups.

A look at corporate authoritarianism that William Shirer called "the best thing I've ever seen on how America might go fascist democratically." In 1980, US capitalist politics wore a "nice-guy mask," a troubling disguise to cover up a creeping despotism in which the ultra-rich and corporate overseers were merging with a centralized state power in order to manage the populace. This immanent corporate authoritarianism threatened to subvert constitutional democracy. But unlike the violent and sudden usurpations that led to fascism in the days of Hitler, Mussolini, and the Japanese empire builders, this new "smiling" American breed of fascism was gaining ground through gradual and silent infringements on the freedoms of the American people. First published over three decades ago, Friendly Fascism is uncannily predictive of the threats and realities of current political and economic power trends. Author Bertram Gross, a presidential adviser during the New Deal era, traces the history and logic of declining democracy in First World countries and pinpoints capitalist transnational growth and inappropriate responses to global crises as the sources of late twentieth-century despotism in America. Gross issues ever-urgent warnings about what happens when big business and big government become bedfellows—chronic inflation, recurring recession, overt and hidden unemployment, the poisoning of the environment—and simultaneously proffers a practical shift of perspective that could help US citizens build a truer democracy. He imagines an America in which heroes are no longer needed and the leadership is a group of non-elitists who "recognize the ignorance of the wise as well as the wisdom of the ignorant."

"This is the best thing I've ever seen on how America might go fascist democratically. Friendly Fascism offers a very clear exposition of where America is, and how we got there." —William Shirer  
At a time of escalating political uncertainty, when the forces of totalitarianism threaten once more to crawl out of the American woodwork, Friendly Fascism is a powerful tool—better yet, a weapon—that can help us avert a distinctly unfriendly future. —Alvin Toffler  
First-rate. A fascinating, provocative job. Bertram Gross has written an important book, and it deserves the widest possible audiences. —Michael Harrington