



Profits of Doom: Milking the Apocalyptic Cash Cow for All It's Worth

By Robert Stricklin

Outskirts Press, United States, 2012. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. The clock is ticking. The days are numbered. The signs are everywhere. Are we really on the eve of destruction? Nahhhh. As the end of the Mayan calendar looms and global crises fill the news, a whole new wave of books, films, TV shows and evangelical ventures are proclaiming the imminent demise of civilization as we know it. This despite the fact that the end of the world has been predicted for centuries and each and every prophesized date with destiny has come and gone without consequence. Nevertheless, there's a buck to be made in exploiting the fears of the masses. Armageddon porn, as one astute social observer has called it, has become a staple of our pop culture. What the world needs now, however, is not another ode to oblivion but a little rationality and reassurance - an antidote to all the gloom and doom. That remedy is PROFITS OF DOOM: Milking the Apocalyptic Cash Cow For All It's Worth, an irreverent, whimsical exposé of the age-old doomsday for profit industry that has grown...



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