

List of Chapters
The Industry of Lies
by Alexandra Alvarová

Prologue

...Eisenhower, vaccine, England's got a new queen
Marciano, Liberace, Santayana goodbye
We didn't start the fire
It was always burning
Since the world's been turning
We didn't start the fire
No we didn't light it
But we tried to fight it
Joseph Stalin, Malenkov, Nasser and Prokofiev
Rockefeller, Campanella, Communist Bloc...
(*Billy Joel, We didn't start the fire*)

- Who the author is and why she wrote the book: Alexandra Alvarová, a Czech political marketing expert, wrote *The Industry of Lies* as a form of penance for her participation in and the role she and her colleagues played during the Czech 2013 election campaign. She is a propagandist. She was duped. She helped start the fire.
- How the author realized that the Czech Republic was under attack by a new form of propaganda campaign, and how in the end Czech political marketers lost to a sinister dark horse.
- Why the Russians decided to turn the Czech Republic into a lab and testing ground. Sociological research indicates that Czech population segments targeted by the Russians in 2013 share the same human-development characteristics as identical population groups in certain states of the USA including Alabama, Arkansas, Kentucky, and West Virginia.
- Why the Russians chose to propel to an elected office a person widely regarded as an unfit narcissist. Why the Russians viewed Miloš Zeman as an ideal candidate for the Czech presidency. What personal traits and other attributes make Zeman a perfect Trump prototype.
- What techniques the Russians used to achieve their goal, and how they put them to work.
- Why the Czech experience is an important lesson to Americans.

Part I - Russian techniques

Chapter One

How Czechs became Russia's guinea pigs

Summary of techniques in the 2013 Czech presidential campaign that culminated in the election of the first pro-Russian president in the history of the Czech Republic, including propaganda, cyber warfare, Reflexive Control, and dissemination tactics aimed to spread lies, insert doubt, and induce fear, anger and division.

Chapter Two

From Kandinsky to cyber warfare

How Russian propaganda techniques developed over time, from the Soviet revolution in 1917 to today's hacker group Fancy Bear. How, once the Berlin Wall came down, the West has let its guard down.

What makes Reflexive Control, a uniquely Russian propaganda technique, so dangerous today.

Chapter Three

A bit of ancient strategy

"If what you say is true, the Shaolin and the Wu-Tang could be dangerous."
(*Wu-Tang Clan: "Logic" from the album Wu-Tang Forever*)

How the Russians applied ancient Chinese propaganda methods, from Sun Tzu's *The Art of War*, as warfare tactics. Supreme proficiency of ancient China's warmasters in using propaganda and deception tactics to mold public opinion among its adversaries. Why it is no coincidence that Steve Bannon admires and emulates Sun Tzu.

Chapter Four

The Big Lie as warfare technique

The narrative of a big lie (a term allegedly coined by Hitler in *Mein Kampf* as "a lie so colossal that no one would believe that someone could have the impudence to distort the truth so infamously") as a control technique in Russia.

1. What the "Big Lie" is and what elements make up the narrative of the "Big Lie"
2. Why the Kremlin relies on the narrative of the Big Lie within its territory
3. Why willing acceptance of the narrative is a primary prerequisite of survival for ordinary Russians
4. How Putin applied the technique to create his gangster state

Chapter Five

The Gerasimov Doctrine and its effect

"The ability to destroy is also a creative force."
(*Mikhail Alexandrian Bakunin, Russian revolutionary*)

How Russia studied and mastered American election- and political-marketing machinery, the Non-Lethal Weapons concept, and the writings of Alvin and Heidi Toffler, and incorporated the lot into its new, updated military strategy.

How the first test of the strategy at the height of the Ukraine conflict confused opinion makers, garbled international language, and delivered perfect results.

Chapter Six

Russia's use of entertainment as warfare: Musing on Neil Postman's "Amusing ourselves to death"

How the media and entertainment industry ushered in the post-factual age. Why truth does not matter any more, and why it is that today the value of information is seen only through the optics of simplicity and amusement. How infotainment set the stage for the Revolution of Ignorants.

Chapter Seven

Trololo

For when my outward action doth demonstrate
The native act and figure of my heart
In complement extern, 'tis not long after
But I will wear my heart upon my sleeve
For daws to peck at. I am not what I am.
(*Shakespeare, Othello*)

"Я очень рад, ведь я, наконец, возвращаюсь домой"
(*Eduard Khil, the People's Artist of the Soviet Union, from the Trololo song*)

How the term 'troll' came into the world. How the existence of Russian troll factories in St. Petersburg was revealed and how the tale of Lyudmila, a female troll, flew around the world.

Who are (cyber) trolls? How does the Payed (Russian-based cyber army) differ from the Desperados (Russian-raised, implanted, "domestic" cyber army)? What is the purpose of the work of each group? A short list of tactics: a barrage of fact-diluting views, positions and opinions; obstruction and destruction of serious, fact-based debates; tactics aimed at elevating emotional levels; provocation; annihilation of rational-center positions, compromise, and collaboration.

Types of trolls:

Whataboutists (What about the USA in Iraq? What about Hillary's emails?)

Idontbutists (I don't love Trump, but...)

Honey traps (enhanced bosoms and red lipstick)

Sisterhood trolls (the Clan of Moms)

The Good, the Bad and the Ugly (three different trolls engaged simultaneously to reach desired result)

Foot soldier (a simple follower)

Analyst (the most dangerous of trolls, often an intelligence officer, able to create and promote antagonist groups and content)

Attacker ("Death to all migrant bastards")

Sniper (generates death threats aimed at opinion-makers not in line with the Russian narrative: journalists, activists, VIPs, athletes, actors, and any other well-known personality with a following)

Part II - How Russia Got There

Chapter Eight

Russia and her borders

*"Russia's inherent problem is that she does not know her own borders."
(Václav Havel)*

Who the Russians are: A peek at Russian history shows that while over two centuries of renaissance humanism blossomed in Europe and formed Europe's cultural identity, Russia's culture was forged by Genghis Khan and Mongolian Golden Horde. Consequently, Russia subscribes to Asian-invader values far-removed from the Enlightenment values of the Atlantic alliance.

How, during the period of the fall of the Soviet "evil empire," the naive West experimented with friendship and missed its chance to defeat Russia, resulting in the attributes of superpower that Russia wields today.

Why the reality of Russian relations with the USA, NATO and the EU is far removed from what the West perceives it to be. Why Atlantic unity and the entire western civilization are at stake.

Part III - Putting It to Work in Europe

Chapter Nine

An all-out war on rhyme and reason

How Russia used its arsenal of lie-disseminating techniques to undermine relations between governments and people in Europe. How the Scandinavians learned a hard lesson, and what made the Estonians the first pioneers of a resistance movement.

Chapter Ten

Finding an experimental lab in the heart of Europe

Why the Czech Republic makes an ideal testing ground and training battlefield. Who are Czechs? What is their national character? A short description of the leading principles of hybrid warfare that have been tested on the Czechs and their susceptibility to the Russian "techniques."

Chapter Eleven

The power of words

How the Czechs have grown angry and divided. How a new vocabulary and down-and-dirty argumentation model supplanted established conversational discourse and abolished the very idea of getting along. Why vulgarisms work in switching over to the paleocortex mode. The osmosis of false argumentation and how it penetrates the public discourse. Language as a window to a nation's soul and a key element of its conduct, including the role language plays in the Reflexive Control concept.

Chapter Twelve

A guide on how to get into someone's head

Ignorance and fear as basic building blocks of propaganda. What ape reflex is, and how the so-called "school of life" molds the bitter, uneducated, angry, and ignorant. Why the Infotainment era disdains fact-checks and middle-of-the-road truths too boring to sell. How Russia used these tools in its experimental "warfare" in the Czech Republic.

Chapter Thirteen

Is truth a threat to you? No worries. Just slant it.

And the gullible Truth promptly fell asleep, languid,
Moist lips, she smiled, all lost in her dream.
The cunning old Lie hogged the pillow and blanket,
Dug its fangs into Truth, and was joyful, it seemed.
(Vladimir Vysocky, The Parable of Truth and Lie)

How John Hill, a prominent Merchant of Doubt, helped to usher in the post-factual age. After all, to doubt is not against the law. What's more, it cannot be outlawed or prohibited. Robert N. Proctor of Stanford University, a historian credited with coining the term "agnotology" to describe the study of culturally-induced ignorance or doubt, and his role in identifying as a milestone the doubt-based 1950s Big Tobacco campaign against scientific evidence of the dangers of smoking. What role doubt-based campaigns play in the post-factual age and in the context of the industry of the mind and its mechanisms, i.e. mass media, "through which the mind is reproduced as a social product." (Hans Magnus Enzensberger. *The Consciousness Industry: On Literature, Politics, and the Media*). How Russians tested the use of doubt-based campaigns in the Czech Republic.

Chapter Fourteen

Propaganda's faithful helpers

Why prejudices tend to win even when confronted with clear and undisputed evidence. How do you confuse brains and befuddle minds? Easily. A look at *The Roles of Information Deficits and Identity Threat in the Prevalence of Misperceptions* by Brendan Nyhan, Dartmouth College, and Jason Reifler, University of Exeter. How Russians use or depend on these "faithful helpers."

Chapter Fifteen

Brexit - a successfully launched V1

What the infamous "goatfucker" scandal in Germany was about and the role it played in the Brexit vote. How a zany German diplomatic scandal involving the Turkish president Erdogan helped a

Russian manipulation campaign to achieve its goal in getting the United Kingdom to leave the EU.
Chronology of the scandal.

Chapter Sixteen

Death to the Elites!

The Bridge of the Intelligentsia in Prague: how, after the 1948 plot in former Czechoslovakia, the communists fired educated elites and turned them into bridge-building manual laborers. What makes elites so dangerous to Russia and why the Russian narrative on the “failure of elites” is so successful. Totalitarian regimes and the war on the elites: what makes education an accursed enemy of every dictator. Unsettled times, the failure-of-elites narrative, and why ordinary Czechs tend to freak out.

Chapter Seventeen

Disinformation

Where does the Russian desire for disinformation come from?

Chip away, chip away... Step-by-step strategy to undermine the value of correct information in the context of democracy in general.

Awakening of the deprived, and why, in the Czech Republic, revenge is more important than truth.

Chapter Eighteen

The conspiracy theorists

Why sensory conjecture in place of rational thinking heralds the dusk of logic and scientific evidence.

Targets of propaganda:

- Political targets

- Philosophical and ideological targets

- Scientific targets

- Countries that are in the way and designated as impeding the end goal

The top-of-the-pyramid conspiracy theories, from the Cult of Reptilians to the TB campaign in Idaho, from Alex Jones and Infowars to Steve Bannon's Breitbart attacks at Chobani.

Why e-mail bombs dropped on senior citizens work.

What role this played during the elections in the Czech Republic.

Part IV - Preventing Russia from putting it to Work in the USA

Chapter Nineteen

A drop of optimism

Why is the Czech experience, defined by a slow, gradual, and yet lethal loss of democracy, an important lesson to Americans? Can it happen in the USA?

How to mitigate the incoming hybrid-war attacks and defend against propaganda tools first used by Russia to influence the 2016 US Presidential election and honed to perfection by now.

The Resistance: what citizens, businesses and government can do.

The Defense: how to disarm the asymmetry of a conflict devised to disable competent and fast reactions of the defense department; the need for new strategic thinking.

The Battle: how to wage it at three separate levels: business impact, marketing strategies, and viable intelligence.

List of Chapters
The Industry of Lies
by Alexandra Alvarová
Proposed English-language Edition

In 2013, Miloš Zeman, an openly pro-Russian candidate, was elected President of the Czech Republic, a country with no love lost for Russia and, until the 2013 election campaign, a stable and pragmatic democracy. In 2018, Zeman was re-elected President of a country torn apart by Russia's continued and unrelenting hybrid-warfare aggression.

Russia used the 2013 presidential election in the Czech Republic as a trial run to perfect its hybrid-warfare aggression for altering the outcome of the 2016 US Presidential elections.

Emboldened by the success of the 2016 campaign, Russia continues to use the Czech Republic as a lab and a testing ground to ready hybrid-warfare weapons for deployment against the USA to alter the outcome of the 2020 US Presidential election, to irrevocably damage the democratic principles of the United States government, and, ultimately, to defeat and transform the USA into a Russian vassal state.

With her American readers in mind, in the proposed, expanded English-language version of *The Industry of Lies*, Alvarová explores and identifies a number of complex facets of the Russian hybrid-warfare aggression against the USA.

Part V - Cherchez la Femme

"A woman is like a tea bag. You never know how strong it is until it's in hot water."

(Eleanor Roosevelt)

American intelligence and counter-intelligence operations and analyses of Russian hybrid-warfare tactics revealed as critically flawed. Why, in contrast to Putin's effective strategy of assigning key roles to female agents, American and European intelligence services by and large continue to underestimate female agents and refuse to see them for who they are: effective take-charge powers to be reckoned with in any intel-op game.

Chapter Twenty

The She-Wolf

"All stories are about wolves. All worth repeating, that is. Anything else is sentimental drivel."

(Margaret Atwood, The Blind Assassin)

Lessons intel-op agencies in the West can learn from the tales of five women used and misused by Russia's Foreign Intelligence Service, formerly known as the KGB's First Directorate, an agency that reports directly to the president, Putin. How covert women agents inflicted irrevocable damage on the West blinded by traditional gender-role perceptions.

Anna Vasilievna Kustchenko, aka Anna Chapman: The Seductress

"Trump is a politician who has the backing of forces just as influential as those behind Clinton. The only difference is that they like to keep a low profile, because their vision of the future world order means a revolution in US foreign policy."

(Anna Chapman. Quoted in "The Big Russian Life of Anna Chapman, Ex-spy" by Brett Forrest, Politico, January 4, 2012.)

Maria Butina: The Siberian Erudite

Natalia Vladimirovna Veselnitskaya: The Grey Eminence Legal-eagle

Eliška Hašková Coolidge: The Prim and Proper Press-PA to Five US Presidents

Ivana Trump, the First Mrs. Trump: The She-wolf in Mother's Clothing

Chapter Twenty-One

Ivana Trump: The Tie That Binds

"Blest be the tie that binds"

(John Fawcett, Psalter Hymnal)

What the family history of Ivana Trump, née Zelníčková, and her upbringing say about the woman with long ties to the President of the United States.

Chapter Twenty-Two

Telltale signs: A Buried Treasure of Secret-police Files

"Wolves don't suffer things like guilt or remorse. They don't have any problems with the amount of discipline that they give to a fellow pack member, because in their world, the family is what matters, not the individual."

(Shaun Ellis, A Man Among Wolves)

What secret-police files unearthed in October 2018 reveal: How a long-term, Russian-run operation started with Donald Trump's 1977 marriage to Ivana, the Czech-born and -raised first Mrs. Trump. How standard intel-op protocols of the era used usual and customary power tactics against family members left behind in Czechoslovakia to force émigré expats into complicit cooperation. How Prague became a center of Russian-run intel-ops and operatives groomed to infiltrate the highest circles of American politics. Why the secret police files identify Ivana's father, Miloš Zelníček, as a "conspiratorial informant".

Why, after failed attempts to infiltrate the first Bush administration in 1988, the Russians used Ivana and her family to focus on Donald Trump, a billionaire developer playboy with the right personality traits. What role Ivana may have played in the rise of Donald Trump to the presidency of the United States.

Chapter Twenty-Three

The Long Arm of Mother Russia

How Ivana, a mother to Ivanka, Don Jr., and Eric Trump, close confidants and non-elected senior advisors to the President of the United States, continues to influence the Trump brood. What the role of the Czech grandparents is in their lives. What Marie Zelníčková, Ivana's mother, has to say about her relationship with President Trump, her grandchildren, and her unreported visits to the White House. Why Ivana turned into a strong and vocal supporter of Miloš Zeman, a pro-Russian candidate and today's Czech president. Why President Zeman was determined to name Ivana a Czech ambassador to the US.

Part VI - Reflexive Control, the Conjurer of Predetermined Responses

"You think that we are living in 2016. No, we are living in 1948. And do you know why? Because in 1949, the Soviet Union had its first atomic bomb test. And if until that moment, the Soviet Union was trying to reach an agreement with Truman to ban nukes, and the Americans were not taking us seriously, in 1949 they started taking us on equal footing. I'm warning you: We are on the verge of having "something" in the information arena, which will allow us to talk to Americans as equals."

(Andrey Krutskikh, Putin's senior cyber advisor; February 2016)

Chapter Twenty-Four

A Brief History of the Reflexive Control Concept

"'Who controls the past,' ran the Party slogan, 'controls the future: who controls the present controls the past.'"

(George Orwell, 1984)

How the Reflexive Control concept was developed.

- How, during WWII, the Nazi's brilliant use of propaganda led Stalin, on the eve of the German invasion, to execute a top Red Army chief, Mikhail Nikolayevich Tukhachevsky (the strategic genius of the Soviet military), and most of the entire high-command staff. Stalin's purge of the Red Army officers resulted in a loss of more than 20 million Russian lives.
- What the Russians learned from the Nazi strategy about the importance of fusing soft and hard sciences with technical know-how. How the Russians have since mastered the technique, and how they've used its many facets to achieve Russia's goals.
- How, in the 1960s, a Russian mathematical psychologist, V. A. Lefebre, translated his equations predicting large-scale consequences of individual actions into a new method of reaching military-conflict objectives and ushered in a revolutionary new discipline of military science by fusing principles from the humanities field with mathematical modeling.

How the Russians utilized Reflexive Control during the Cold-War era.

- How Russian subversion efforts based on a complex fusion of Reflexive Control and intelligence operations led to numerous successes.
- Who Lawrence Martin Bitman was: a short introduction to the American artist, author and Boston University professor formerly known as Ladislav Bitman, a former Czech intelligence officer engaged with the Soviets in Reflexive-Control and disinformation operations against the US from the very beginnings of the Soviet program.

What America's Perception Management is.

- How the USA battled Soviet disinformation during the 1980s.

Chapter Twenty-Five

Reflexive Control in the Post-Cold-War Era

"In January 1991, George H. W. Bush told Congress that 'the end of the Cold War has been a victory for all humanity...and American leadership was instrumental in making it possible.'"

(Madeleine Albright with Bill Woodward. Fascism: A Warning)

How the fall of the Soviet Union and the end of the bi-polar, Cold-War world and America's perceived victory turned Western intelligence services complacent.

- Why Americans abandoned proven, Cold-War-era spycraft methods.
- How the West abandoned the humanities, labeled its disciplines "soft science," and cut funding necessary for ongoing explorations of human perceptions, the historical consequences of national ties, and similar studies in lieu of hard science and mass-production of "employable" computer programmers and engineers.
- Why a new American strategy, based on voluntary cooperation of journalists and news media, failed.

Why Russia has never ceased to cultivate military historians, psychologists, linguists, mathematical linguists, sociologists, and other soft scientists.

Why such investments are crucial to Russia's push to regain the ground temporarily lost in the breakup of the Soviet Union and, ultimately, to defeat the West, its long-term foe.

Chapter Twenty-Six

What Makes Reflexive Control the App of all Apps? The Czech Republic, a Case Study

"The whole aim of practical politics is to keep the populace alarmed (and hence clamorous to be led to safety) by an endless series of hobgoblins, most of them imaginary."

(H.L. Mencken, In Defense of Women)

Russian strategists continue to use the Czech Republic as a lab to test hybrid-warfare strategies for use against the United States.

How Russian Reflexive-Control strategists turned a minor issue of immigration into a major security scare.

How Russian strategists turned a made-up scare into a major election theme centered on immigration.

How in the 2018 Czech presidential election, the immigration theme led to a second term re-election of Miloš Zeman, a pro-Russian Czech president and Donald Trump prototype.

Chapter Twenty-Seven

A Border Wall with Mexico: A Case Study of a Russian-run, Reflexive-Control Ploy at Play

"Spur of the moment. Weapon to hand. But we are looking at a different scene entirely. Malice of forethought sums it up neatly. There is a brain behind this, plotting since - now, when did that first anonymous letter come through?"

(Barbara Cleverly, Fall of Angels)

What Russian strategists know:

- According to hard data, there is no real need for a thousand-mile-long border wall between the US and Mexico at a cost of 500 billion US dollars.
- A rational majority of voters and elected officials is going to oppose the idea and, for a number of valid reasons, refuse to fund its construction.
- Cold facts, verifiable data, and clear numbers do not matter when emotions are at play.

The sequence of methods and events Russian strategists have devised and initiated to deliver a predetermined outcome of Donald Trump's re-election in the 2020 US Presidential election, including

- A Reflexive Control strategy built on primeval territorial fears, instincts, and impulses that has the potential to transform a wall with Mexico into a powerful symbol of security and protection against a mass influx of dangerous immigrants
- The oft-repeated, anti-migrant bugle calls that transform the wall, a superfluous notion at the offset, into a leading election theme that overshadows all others, including tangible issues of real importance to US voters
- How the fight for the funding of the wall renders attempts at a reasonable election-campaign discussion null and void and leads to a string of divisive crises
- Why the Russians are determined to make the fight for the funding of the wall the preeminent theme of the Trump 2020 re-election campaign
- "I will build the wall!" got Donald Trump elected President in 2016
- "They would not let me build the wall!" may assure Donald Trump's re-election in 2020
- What the real long-term goal of the Russian-run, Reflexive-Control wall game is
- Why any constitutional crisis arising from the issues surrounding the Trump wall fulfills Russia's ultimate end goal to irrevocably damage the USA now, cripple the USA for a foreseeable future, and, ultimately, defeat the USA and transform it into a vassal state of Russia

What logical strategy is available to the US to end Russia's wall-game gambit: "Give Trump the bloody wall!"

Why an agreement to provide funding for the wall is a strategic checkmate move for the USA.

"The Congressional bill that funded recent wall construction states that only existing designs, such as the slat-style barrier, can be used. That means no money has been allotted for any construction based on Mr. Trump's prototypes of the new wall."

(Denise Lu, "The Border Wall: What Has Trump Built So Far?" The New York Times, February 12, 2019)

Chapter Twenty-Eight

The Nitty-Gritty of Reflexive Control

“Fear isn't so difficult to understand. After all, weren't we all frightened as children? Nothing has changed since Little Red Riding Hood faced the big bad wolf. What frightens us today is exactly the same sort of thing that frightened us yesterday. It's just a different wolf. This fright complex is rooted in every individual.”

(Alfred Hitchcock, Interview with Huw Wheldon, Monitor, BBC, May 1964)

Why the history of propaganda and manipulation revolves around fear, sex, and social interaction, the three uber-powerful motivators of human lives.

- How these motivators function as basic building blocks of effective manipulation strategies devised to mold public opinion and actions of elected officials, politicians, and powerful decision-makers.

Why a deliberate play on strong emotional and archetypal connotations is one of the primary building blocks of Reflexive-Control strategies.

What the mechanics of applied Reflexive-Control strategies are, including

- How they mimic a game of simultaneous chess
- How they are run from a position several strategic steps ahead
- How they are devised to lead a specific opponent to a predetermined decision by constricting the number of choices available to the opponent

How applied Reflexive-Control strategies gradually restrict an opponent's choices until the only one left is the choice most detrimental to the opponent's interests.

How Russia used Reflective-Control strategies in Europe: Brexit, a case study

- The goatfucker affair that brought on Brexit: How a simultaneous-chess strategy that led a target group to a predetermined outcome works, and how a mix of predictable reactions of European national and demographic groups, their prejudices and emotional responses, led to Brexit

Chapter Twenty-Nine

"Make America Great Again": A Case Study in Four Telltale Tales

"Be Best"

(First Lady Melania Trump's "Be Best" Initiative, May 7, 2018)

What examples of Reflexive-Control strategies Russia uses to toy with American minds, including

- Distressing images of crying children as an example of an "Erase-Everything" strategy.
 - How images of crying, caged, and distraught migrant children separated from parents under the DHS zero-tolerance policy were used to irritate the starters in an individual's limbic system and cause the limbic system to erase attention given to previous input
- Donald Trump's Montenegro comments as an example of a "No-Go" strategy
 - How scripted, off-the-cuff remarks are used to demonstrate a position of unbound, unrestricted power

“Montenegro is a tiny country with very strong people. They have very aggressive people. They may get aggressive and congratulations, you're in World War III.

(Alana Abramson, "Why President Trump's Comments About Montenegro Were a Win for Vladimir Putin." TIME, July 18, 2018)

- Justice Kavanaugh's sexual-misconduct allegations as an example of a "Walk-of-Shame" strategy
- The Covington Catholic High School affair as an example of an aggregate strategy of deception, context-narrowing, and symbolism

- How out-of-context visuals depicting a face-off between a young student in a Trump-red baseball cap and a gaunt, Native American activist create a deceptive symbol of the ubiquitous, up-and-coming white male overshadowing a digressive, liberal drummer boy

Chapter Thirty

What the Experts Have to Say

Exploration of Birnbaum and Finkelstein methods applied in hybrid-warfare

- Why the "wag-the-dog" method of inventing an enemy where none exists works in wreaking havoc even on calm and stable target groups
 - "Your base must be charged up on an emotional level by fear and hatred of the opponent. Old hatreds grow stale as motivators, so new enemies must be discovered, and, if necessary, invented."
 - (*Citizens of Nowhere*. The Cedar Lounge Revolution. "Finkelstein, Birnbaum and the Devil Incarnate." cedarlounge.wordpress.com/2019/01/27/finkelstein-birnbaum-and-the-devil-incarnate/)
- George Soros: what goals conspiracy-theory strategies achieve
- How the poisoned-bait strategy is an effective method to discredit investigative journalists
 - "BuzzFeed News's apparently mistaken story about Michael Cohen and President Trump is the highest-profile misstep yet for a news organization during a period of heightened and intense scrutiny of the press, as the special counsel's office issued a thorough rebuke of the website's story published Thursday."
 - (Paul Farhi, "BuzzFeed's stumble is highest-profile misstep at a time when press is under greatest scrutiny." January 12, 2019, www.washingtonpost.com/lifestyle/style)

Chapter Thirty-One

The Reflexive Control Concept as a Weapon

"General Viktor Nikolayevich Samsonov, Chief of the Russian General Staff, December 23, 1996: 'The high effectiveness of information warfare systems, in combination with nonmilitary means of influence, makes it possible to disorganize the system of state administration, hit strategic installations and affect the mentality and moral spirit of the population.'"

(Daniel Bagge, *Unmasking Maskirovka: Russia's Cyber Influence Operations*)

How Reflexive Control is used as a hybrid-warfare weapon today

- What Fritjof Capra's Turning Point means
- How educational strategies of the West continue to fail in comparison with Russia's deliberate plans to incubate and raise social scientists for military purposes
- How Cambridge Analytica demonstrates the impact of deliberate fusion of social sciences with bleeding-edge technologies
- What behavioral software, AI development in areas of human behavior and decision-making processes, and the Chinese Total-Control system have in common

What forms of Reflexive-Control-based attacks the West should expect in the near future

Part VII - An Indicator of Things to Come

Chapter Thirty-Two

Russia's Continued Lab Tests in the Czech Republic: Divide and Conquer

"We don't just disagree; we are astonished at the views that others hold to be self-evident. We seem to be living in the same country but different galaxies...This weakens us and does, indeed, make us susceptible."

(Madeleine Albright, with Bob Woodward, *Fascism: A Warning*)

New sections exploring Russian strategies devised to further divide the once-unified Czech population and, once tested, activate those strategies as hybrid-warfare weapons against the USA, including a recent, highly-successful Russian campaign devised to remove the traditionally centrist political position of Czech women and divide the Czech female-voter demographic into two ideologically-polarized sides.

Chapter Thirty-Three

Czech This out: "No Valkyries!"

"As one female pundit recently wrote, the prospect of the alt-right attracting women 'terrifies the left, and it should, because they know that once a threshold of female involvement is reached, there's no going back.'"

(Michelle Legro, "How Can Alt Right Women Exist in the Misogynistic Movement?" from Morgoth's Review)

What makes the two-year-old campaign the most effective and successful among all that the Russians have tested on target groups in the Czech Republic thus far.

How the campaign's inflammatory narrative eradicated the middle ground and established two opposing camps: militant feminists and home-and-country, pro-Zeman populists. How the Russian narrative succeeded in scaring Czech women voters with the rhetoric of the extreme fringe and moved a huge block of voters into President Zeman's pro-Russian camp.

Chapter Thirty-Four

The #MeToo Movement

The #MeToo Movement and feminism as a core of the Russian strategy aimed to further divide the citizens of the USA in the post-2018-midterms years. How the strategy ultimately pits men against women and stalwart misogynists against "them damn feminists."

What the implications of the campaign are for the United States in the months leading to the 2020 US Presidential elections, including

- Why the Russians, always looking to hedge their bets, may choose, in the right circumstances, to also run a vocal, radical-feminist candidate, male or female, in the 2020 US Presidential elections
- Who Tulsi Gabbard, D-HI, is, and why Americans should learn her name

Final word of the author

- What President Trump has in common with the Czech president Zeman.
- Why Steve Bannon keeps visiting Prague and the Czech Republic.
- What similarities exist between the Czech experience and the current political environment in the USA.
- What Americans can learn from the Czech experience (summarized).

Author's warning to her American readers: You are in great peril. While my homeland may have lost its hard-won Velvet Revolution democracy, you still have a fighting chance. The former president Reagan once said: "Freedom is never more than one generation away from extinction." You are the generation responsible to keep democracy alive and well for generations to come.

"To sit home, read one's favorite paper, and scoff at the misdeeds of the men who do things is easy, but it is markedly ineffective. It is what evil men count upon the good men's doing."

(Theodore Roosevelt, In the Words of Theodore Roosevelt: Quotations from the Man in the Arena, Pamela O'Toole, ed.)