

Synopsis  
*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. In 2018, Zeman was re-elected President of a country torn apart by Russia's continued and unrelenting hybrid-warfare aggression. As a result, in a country once respected for a peaceful and democratic transfer of power from communist dictatorship to Western-style democracy during the 1989 Velvet Revolution, two hostile population segments glare at each other with mistrust, anger, and fear across a void formerly occupied by a pragmatic and rational majority.

In her Czech-language, nonfiction work, *The Industry of Lies (Průmysl lži)*, Alexandra Alvarová not only deftly outlines the causes and events behind the division in Czech politics, but introduces a novel twist as a core concept: "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."

In the proposed, expanded, and updated English-language version of *The Industry of Lies*, Alvarová further develops the original concept and states, "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."

The original Czech-language edition of *The Industry of Lies*, published in the Czech Republic in December 2017, in hard cover and e-book formats, received wide acclaim among the critics and general readership. More than a year after its release, *The Industry of Lies* ranks high on the Czech Republic's combined bestseller list. The author has received commendations from Petr Kolář, the former Ambassador of the Czech Republic to the United States and Russia; Brigadier General Karel Řehka, Deputy Commander, NATO Multinational Division North East; and other notable personalities renowned in Czech and European political, academic, and cultural circles. In March 2018, Charles University in Prague, one of the oldest European universities of high prestige, placed *The Industry of Lies* on a required-reading list for undergraduates enrolled in the international studies program. The author continues to receive innumerable messages of appreciation from a wide cross-section of readers, including those who do not generally read nonfiction. They, too, praise Alvarová for presenting difficult concepts and unpleasant realities in an easy-to-understand style. A second, updated Czech-language edition of *The Industry of Lies* is scheduled to be published in mid-2019.

Alexandra Alvarová is a recognized authority in political marketing and public relations, an experienced election-campaign professional, and a sought-after seminar leader, facilitator, and public speaker. She left her most recent post as a PR advisor to the Head of the Legislation Committee of the European Parliament in Brussels and, citing concerns for her children's future, moved her family to Vancouver, BC, Canada.

The Czech-language original is a concise work of 44,000 words divided into a prologue, 19 chapters, and a closing section. The proposed English-language edition expands the Czech-language original by twelve chapters divided into three major sections, for a combined total of approximately 65,000 words.

Proposed updates and additions to the Czech-language publication for this English-language edition include, among others:

- Czech-to-English translation of the original text in reader-friendly language delivered by Alvarová's team. An experienced Czech-to-English translator and writing assistant and a highly-skilled professional editor are set to deliver an English-language manuscript at a level expected by any discerning publisher.
- A new section exploring Russia's strategy of assigning key intel-op roles to female agents, lessons intel-op agencies in the West can learn from Putin's Foreign Intelligence Service, and the tales of five women used and misused by the service, including
  - The role of Ivana Trump and a detailed examination of information uncovered in October 2018 in hidden secret-police files of communist Czechoslovakia. The files reveal that since Donald Trump's 1977 marriage to Ivana, the Czech-born and -raised first Mrs. Trump, intelligence services of the Soviet Union and Czechoslovakia ran an elaborate, long-term operation designed to penetrate and influence the highest levels of American politics, including
    - Standard intel-op protocols of the era, including threats of severe repercussions against parents and family members left behind in Czechoslovakia to force émigré expats into compliant cooperation
    - Varied post-1988 strategies to groom and "work" Donald Trump and to use Ivana Trump's impact on her children, Ivanka, Don Jr. and Eric, close confidants and senior advisors to Donald Trump, the sitting President of the United States
- A new section introducing the Reflexive Control concept, a key component of Russian hybrid warfare, including
  - A brief history of the Reflexive Control concept, and Russia's use of the concept during the Cold War and in the post-Cold-War years
  - A case study of a specific Reflexive-Control strategy lab-tested in the Czech Republic during the 2018 presidential election campaign: a manufactured migrant crisis
  - A case study of the same Russian strategy applied in the United States as a precursor to the 2020 US Presidential election: a border wall with Mexico
  - Other case studies of Reflective Control strategies powering Russia's elaborate hybrid-warfare aggression against the USA
- A new section focused on indicators of future forms of attacks, such as
  - A new, highly-successful, gender-division campaign the Russians have been testing in the Czech Republic based on a fierce narrative of feminist-movement extremes designed to eliminate political center as an option for traditionally centrist-leaning female voters
  - The use of the #MeToo movement and US-specific feminist-movement themes in the Czech Republic as a clear indication of what may become the core of gender-divisive strategies to be deployed in the United States during the 2020 US Presidential election campaign
  - Russia's hedge-betting strategies of running a radical, male or female, candidate to secure a hybrid-war victory regardless of the 2020 US Presidential election result
  - Other comparisons of interest and importance to American readers