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In "Herd", author Mark Earls explains the nature of our

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collectivist behavior that stems all the way back to the cavemen where the mass behavior of all following generations was created. In this book, Earls gives insight into the human psyche and concepts such as Marketing and Social Networking that depend on this behavior.

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Unless you have a good explanation of mass behaviour, you'll have little chance of altering it. Herd reveals that most of us in the West have completely misunderstood the mechanics of mass behaviour because we have misplaced notions of what it means to be a human being. With a host of examples from Peter Kay and urinal etiquette to Apple and Desmond Tutu, Mark Earls offers the most new radical, controversial and significant new theory of consumer behaviour in a generation.

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HERD provides a host of unusual examples and anecdotes to open the mind of the business reader, from Peter Kay to Desmond Tutu, Apple to UK Sexual Health programmes, George Bush to Castle Lager, from autism to depression to the real explanation for the placebo effect in pharmaceutical testing.

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Herd: How to Change Mass Behaviour by Harnessing Our True ...

I've just finished reading Herd. Actually, I devoured it in two sittings. And I urge you to go and read it if you want to think about how to better trigger changes in mass behaviour. Unlike most business or marketing books it's not a set of case studies or a 'how to' process guide to mechanistic thinking.

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Review 'The PM's advisers would do well to consult the work of Mark Earls, whose book, Herd , explores the extent to which "the physics of mass behaviour" are governed by imitation more often than ideological purpose' Matthew D'Ancona, Evening Standard 'As the riots spread throughout London and the rest of the country, I grabbed for my edition of Herd to see what it held to explain behaviour ...

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