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I Believe, Therefore I Am

The Great Bazaar of Beliefs'

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Thomas Bout, Publisher and Founder

"After his hit *Contre le développement personnel* [Against Personal Growth], Thierry Jobard condemns esoterism's fakes, followers, and frauds."

For a decade now, and especially since the Covid-19 crisis, esoterism has been in vogue. Books, sites, blogs, and articles have proliferated. In a shattered world, we find answers and meaning by reading signs and tarot cards. Studying witchcraft and shamanism, we reconnect with nature's power. We conduct our own "rituals" with plants, rocks, and crystals. But what do these false promises and beliefs hide?

Jobard, the noted author of *Against Personal Growth* (6,000 copies sold), analyzes the evolution and popularity of this new fad, seemingly so fun. What does it say about our relationship with science, knowledge, and truth? Is it conducive to conspiracy, sectarianism, and other deviance?
