

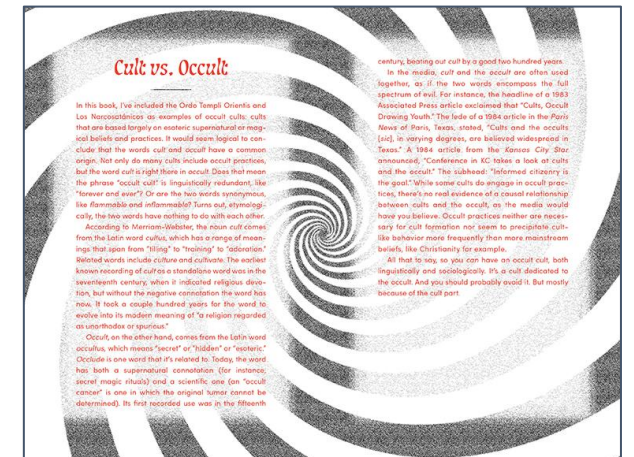
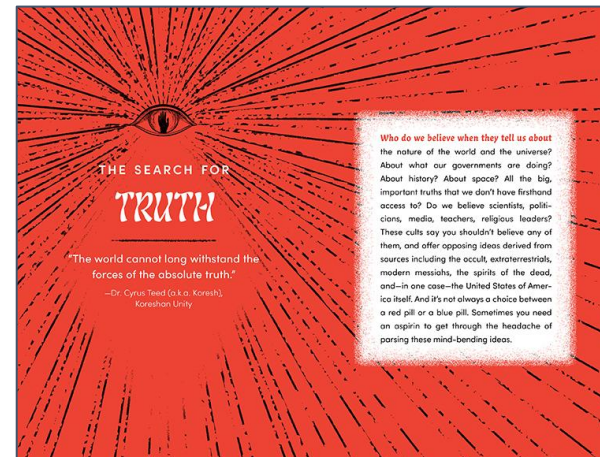


ABOUT THE BOOK

From the author of *Cursed Objects* and *The United States of Cryptids*, an eye-popping compendium of the most infamous, audacious, and dangerous cults in history

How do smart, normal people end up enmeshed in extreme cults? Weird history expert J. W. Ocker strives to answer that question in *Cult Following*. Everything you've ever wanted to know about history's most notorious cults—and the psychology of the people who join them—is packed into this accessible, engaging volume.

- **FOCUS ON THE FOLLOWERS:** Whereas most books about cults focus on the story of the leader, *Cult Following* places the focus on the followers, in an effort to build understanding of and empathy for people who join these cults. The book is structured by five primary follower motivations: the search for truth, the search for purpose, the search for salvation, the search for protection, and the search for betterment.
- **AUTHOR IS MAKING HIS MARK ON THE POP HISTORY GENRE:** Ocker has built up a reputation as a pop history writer who is able to tackle dark topics but in a light, engaging, accessible way.
- **LARGE AND HUNGRY AUDIENCE:** Beyond Ocker's well established and enthusiastic fan base, *Cult Following* is ideal for fans of:
 - Amanda Montell's *Cultish* and *The Age of Magical Overthinking*, and the Montell co-hosted podcast *Sounds Like a Cult*.
 - Curious, cool and odd non-fiction titles like Colin Dickey's *Ghostland* and Caitlin Doughty's *Will My Cat Eat My Eyeballs?*
 - True crime documentary series including *The Vow* and *Love Has Won: The Cult of Mother God*.
 - Podcasts such as *Morbid*, *Trust Me*, and *You Must Remember Manson*.
- **STYLISH PACKAGE:** The book's trim and format will match the author's other Quirk Books releases, including a giftable paper-over-board case, an eye-catching cover design with silver foil effects, and intricately designed interiors, as seen here:



HC: 9781683694120
 \$19.99 US/\$25.99 CAN
 On Sale: 9-10-2024
 272 Pages

CULT FOLLOWING

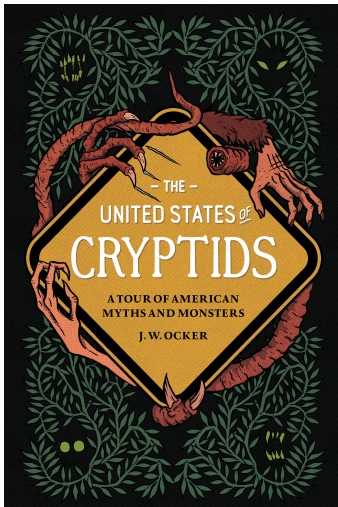


ABOUT THE AUTHOR

J. W. (Jason) Ocker is an Edgar Award winning travel writer, horror novelist, and blogger. His previous nonfiction books include *Poe-Land*, *The New England Grimpendum* and *The New York Grimpendum*, *A Season with the Witch*, the *New York Times*-reviewed *Cursed Objects*, and *The United States of Cryptids*. He is the creator of the blog and podcast OTIS: Odd Things I've Seen (oddtthingsiveseen.com).

Check out [Ocker's interview with New Hampshire Magazine](#), where he discusses staying insatiably curious and balancing dark subjects with dark personal times.

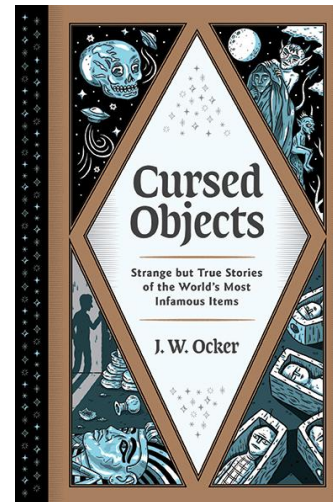
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