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These Advantages are highly controversial and go against many conventional wisdoms and society norms. That's why they are kept under wraps in secret societies. But, it is critical to be aware of how others out there are thinking and acting.

Advantage #1

THE NATURE OF MAN AND WOMAN

Anyone can experience financial prosperity, psychuous pleasures, and long-range happiness by satisfying his or her biological needs (i.e., physical, psychological, emotional, intellectual needs). Psychuous pleasures require the freedom to satisfy one's own healthy needs and to set one's own standards...to live without being obligated to fill someone else's needs or to follow someone else's standards (e.g., standards of parents, spouse, government, church). But in freedom, a person's actions must be rational and responsible to be beneficial. Irrational or mystical actions will always diminish a person's well-being and happiness.

In asking, "What is the nature of man and woman?", a person might also ask, "What is reality?" and "What is required for prosperity, love, and happiness?" Losers will answer from a mystical, Platonistic basis. Winners will answer from a rational, Aristotelian basis:

1. WHAT IS THE NATURE OF MAN AND WOMAN?

Loser/Mystical Answer (Platonistic)

Human beings are by nature evil, irrational, and destructive. They are subordinate to "higher" causes. Human beings must be controlled by some higher authority or government and forced to serve others or society.

Winner/Factual Answer (Aristotelian)

Human beings are by nature good, rational, and productive (or mankind could not exist). Human beings are competent to fill their needs and to achieve happiness. By being free to act according to their own nature, they will best serve themselves and society without force or coercion from any authority or government.

2. WHAT IS REALITY?

Loser/Mystical Answer (Platonistic)

Reality is what the mind thinks or imagines. Wishes, will, or faith can create or alter reality. "True" reality is unknowable.

Winner/Factual Answer (Aristotelian)

Reality is what exists. Reality exists independently of anyone's thoughts, desires, will, or wishes. All reality is knowable.

3. WHAT IS REQUIRED FOR PROSPERITY, LOVE, AND HAPPINESS?

Loser/Mystical Answer (Platonistic)

Sacrifice, humility, and service to duty are needed for prosperity, love, and happiness in the hereafter.

Winner/Factual Answer (Aristotelian)

Rational action, self-esteem, and production of competitive values for others are needed for prosperity, love, and happiness here on earth.

Complete answers to the above three questions are developed throughout the 114 Advantages.

Human beings survive by using their minds rationally to deal with reality. They must know reality to competitively produce the values needed to prosper. Only by being left free to satisfy their nature can human beings serve themselves and others best.

...People who live free and according to their natures can easily build a future of prosperity and happiness. Moreover, with Neo-Tech, such people can easily rid themselves of mystics and neocheaters.

Advantage #2

THE CHILD OF THE PAST

The child of the past exists in every adult. Lost within faded memories, that child keeps searching for a life of adventure, discovery, value, happiness.

The Neo-Tech/Psychuous concepts let the reader turn inward to discover that child. And then the reader can break free from those who are hurting him or her...from those who are wasting his or her time and resources. That child of the past will kindle a new life of adventure, discovery, value, happiness.

Advantage #3

CARVING ONE'S OWN DESTINY

While the past is gone forever, it offers valuable experience and reference points that can enhance one's present and future. But many people consume too much time living in the past. Those people often cripple their potential by living and thinking

in terms of concrete, past experiences. Thus, they fail to grasp the broader concepts and principles necessary for productive growth into the future. People who live in the concrete past lose the ability to control their futures. Those who achieve long-range prosperity, happiness, and psychuous pleasures are well aware of the experiences and knowledge gained from their past. But, they live in the present while continuously building the integrations for growing into the future.

Rational value producers can view their personal futures with confidence in the knowledge that they have the power (through their own rational minds and efforts) to control their own destinies no matter what external variables impinge on them. With the exception of being trapped in an inescapable totalitarian slavery situation,¹ rational individuals can carve their own destinies while achieving great prosperity, romantic love, and happiness no matter what external forces surround them. Indeed, by removing mysticism, the rational mind can be more powerful than all those irrational minds that constantly work to diminish everyone's life [Re: Table 7, Neo-Tech Reference Encyclopedia].

Likewise, with the rational mind one can spring free from the guilt pushers and freeloaders as well as from "friends" and relatives (including parents and nondependent children) who do not offer overall values to one's personal life.

The variables of nature (e.g., weather, tides, earthquakes, hurricanes, floods) can have chance impacts and short-range effects on a person's life. For most productive people, however,

¹A no-hope, no-escape situation would occur only with total control by master neocheaters. That situation would mean a Stalin/Pol Pot style, never-ending terror totalitarianism with no hope for change within one's lifetime or no place to escape to freedom. Under such conditions, life for the moral, productive individual would be intolerable, unbearable, and not worth living. The only viable option would be to maintain one's personal integrity and freedom by surviving without slavery through underground or guerrilla existences. [Re: Concept 22, Neo-Tech Reference Encyclopedia].

natural variables have little or no effect in their long-range lives. Other natural forces such as the faint celestial forces (minute gravitational and electromagnetic forces from planets and from stars beyond our sun) have no effect on anyone's life, except for the illusionary, psychologically damaging effects on those who allow their thinking or actions to be stunted or undermined by immature beliefs such as astrology. [Re: Concept 41 in the Neo-Tech Encyclopedia exposes mystical frauds such as astrology and UFOs. The Encyclopedia also reveals the harmful effects those frauds have on prosperity, romantic love, and long-range happiness.]

Advantage #4

DOGMA AND RULES ELIMINATED

All Neo-Tech/Psychuous Concepts develop from the three basic elements of human nature — the physical, intellectual, and psychological nature of man and woman [Re: Concept 7, Neo-Tech Reference Encyclopedia]. All individuals are uniquely different with widely variable tastes, desires, personalities, characteristics, and needs. Neo-Tech offers no fixed rules or dogma for any individual to follow.

Neo-Tech deals with principles and concepts. Anyone can choose to use any number of the 114 Neo-Tech/Psychuous Concepts. Since each of the 114 Concepts developed by Neo-Tech are linked to the basic nature of man and woman, the application of any single concept will deliver certain specific values. The application of each additional concept will deliver additional values. The more Neo-Tech/Psychuous concepts the reader uses, the greater will be his or her prosperity and happiness. To fully utilize any concept, however, an individual must first integrate that concept through one's own mind according to his or her own unique character and values. ...But the unbeatable power of Neo-Tech comes from grasping, integrating, and then using *all* 114 Advantages as one mighty, unbreakable unit or matrix.

Advantage #5

**UNIVERSAL GOOD AND BAD ACTIONS:
BLACK AND WHITE MORAL ABSOLUTES**

Rational or good actions increase prosperity, happiness, and psychuous pleasures. Irrational or bad actions undermine those values. While each individual's life and values are unique, certain basic actions never change in terms of good or bad actions. The rightness or wrongness of those basic actions do not vary according to opinion, or from person to person, or from generation to generation, or from culture to culture, or from solar system to solar system. Universally good or bad actions are objectively based on the biological nature of human beings and are definable in absolute terms. But other actions are amoral and cannot be judged in terms of good or bad because they are a matter of personal preference determined by individual differences.

Universal morals are objective. They are not based on opinions of the author or anyone else. Universal morals are not created or determined by anyone. No one can deem what is moral and what is not moral. The same moral standards exist for each and every human being throughout all locations, cultures, and ages. Those standards are independent of anyone's opinions or proclamations. Moreover, two and only two black-and-white moral standards exist. Those two moral standards are:

Any chosen action that purposely benefits the human organism or society is morally good and right.

Any chosen action that purposely harms the human organism or society is morally bad and wrong.

Feelings and emotions, on the other hand, cannot be considered as standards, absolutes, or morals. A person's lifestyle, desires, needs, and preferences can vary greatly without altering that person's character or without making that person morally right or wrong. Still, moral absolutes do exist. And following or violating moral absolutes determines a person's

character and self-esteem. The two moral absolutes essential for prosperity and happiness are:

1. Integrated honesty for knowing reality
2. Integrated efforts for increasing productivity

Habitually violating either of those two moral absolutes precludes genuine prosperity and happiness. Related to those absolutes are the following moral issues:

Honesty
Self-esteem
Individual rights
* * *
Sacrifice
Use of force
Ends justifying the means

The list below shows how each *moral* issue separates into either a moral, pro-life, pro-individual category or an *immoral*, anti-life, anti-individual category.

Objective morals are based on reality, reason, logic. Subjective “morals”, on the other hand, are based on unreal, arbitrary feelings or wishes. All such unreal “morals” require force, deception, or coercion to impose them on others. Subjectivism, mysticism, existentialism, and “do your own thing” are all attempts to deny objective morals by implying that no standards exist and everything is of equal value (thus denying objective morals and values).

UNIVERSAL MORAL ISSUES

Moral Issue: Honesty.

Prosperity and Happiness Approach

Conscious striving for self-honesty. Unyielding loyalty to honesty. Productive effort. (Moral)

Failure and Unhappiness Approach

Pragmatic compromise and evasion of honesty. Habitual dishonesty. Parasitical laziness. (Immoral)

Moral Issue: Productivity.

Prosperity and Happiness Approach

Productive actions that increase values to others and society while increasing effectiveness in dealing with reality. (Moral)

Failure and Unhappiness Approach

Destructive actions that decrease values to others and society while decreasing effectiveness in dealing with reality. (Immoral)

Moral Issue: Individual Rights.
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Prosperity and Happiness Approach

Recognition of the inalienable right everyone has to his or her own life and property. (Moral)

Failure and Unhappiness Approach

Denial of individual or property rights in order to plunder the life and property of others. (Immoral)

Moral Issue: Sacrifice ¹ .
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Prosperity and Happiness Approach

Refusal to sacrifice is by nature life enhancing and thus is morally right. (Moral)

Failure and Unhappiness Approach

Sacrifice is “noble”, especially when done for a “higher” cause or, better yet, no cause. (Immoral)

¹Sacrifice occurs when a value is diminished or destroyed for a lesser value or a nonvalue.

Moral Issue: Use of Force.

Prosperity and Happiness Approach

Rejecting the *initiation* of force, threat of force, coercion, or fraud against any individual for *any* reason is the foundation of morality. (Moral)

Failure and Unhappiness Approach

Use of force (especially government force) is acceptable against individuals, especially if the result serves the social “good” or a “higher” cause. (Immoral)

Moral Issue: Ends Justifying the Means.

Prosperity and Happiness Approach

In regards to force, the ends *never* justify the means. All moral actions are based on principles that prohibit initiatory force, threat of force, coercion, and fraud as a means to accomplish ends, no matter how “noble”. (Moral)

Failure and Unhappiness Approach

Ends can justify the means. Force and coercion can be pragmatically used for the “good” of society. Individual rights can be violated or sacrificed for “noble” ends. (Immoral)

Advantage #6

ABANDONING THE NEOCHEATERS

All destructive authorities and other neocheaters would become powerless if the value producers withdrew their support and said “no”. If *all* victims simply said “no” to their victimizers, *all* professional mystics and neocheaters would lose their power to plunder others and destroy values.

Consider this quote from *A Discourse of Voluntary Servitude* by Etienne de la Boétie, written in the 16th Century:

“The oppressor has nothing more than the power you confer upon him to destroy you. Where has he acquired enough eyes to spy upon you if you do not provide them yourselves? How can he have so many arms to beat you with if he does not borrow them from you? The feet that

trample down your cities, where does he get them if they are not your own? How does he have any power over you except through you? How would he dare assail you if he had not cooperation from you?”

Stanley Milgrams in his book, *Obedience to Authority*, demonstrates through the famous electric-shock experiments done at Yale that the majority of average, honest citizens will follow authority to do destructive, immoral acts up to the point of injuring, even killing other people. As quoted from Milgrams’s book:

“...ordinary people simply doing their jobs, and without any particular hostility on their part, can become agents in a terrible destructive process. Moreover, even when the destructive effects of their work become patently clear, and they are asked to carry out actions incompatible with fundamental standards of morality, relatively few people have the resources needed to resist authority.”

But what is that external authority? It is a myth that has no basis in reality. Such external authority always develops into a destructive machine when the majority unthinkingly or out of fear accept, obey, and follow the commands and wishes of that authority. In reality, no one has genuine authority over anyone else. Once that fact is realized, a person can say “no” and break the destructive habit of obedience to the myth of authority. Then the neocheaters would be abandoned by the value producers. And all value destroyers would founder with no power to survive.

Advantage #7

PROSPERITY AND HAPPINESS GOALS

Life is the universal standard to which all people are subject. And **life** — conscious human life — is the standard on which every Neo-Tech Concept is based.

How does the standard of life relate to prosperity and happiness? Human beings must meet specific needs to function at their best (i.e., to function as the living organism is designed to function). Filling those needs produces prosperity, pleasure,

and happiness.¹ The Neo-Tech Concepts provide the knowledge for filling those biological needs — physical, psychological, and intellectual needs. And in filling those biological needs, personal prosperity and happiness become the natural, rational goals of human life.

An important purpose of Neo-Tech is to demonstrate that three requirements for prosperity and happiness always exist: (1) a healthy physical state, (2) a healthy self-esteem, and (3) an honest, efficacious handling of objective reality in competitively producing maximum values for others. A person can meet all three requirements by using the Neo-Tech concepts. But to earn prosperity through productivity requires rational thought and constant effort. ...By nature, a prosperous, happy life is an active, challenging life. [Advantage #11 provides a self-evaluation test to determine if one has oriented his or her life as a value producer or as a value destroyer.]

Advantage #8

HAPPINESS TEST

A person sets up prosperity and earns happiness from within. Happiness cannot be taken from the material world or from another person. Happiness depends on genuine self-esteem, which is a product of a person's own life and choices. Happiness is a deeply personal, inner matter. Thus, no one can judge another person's happiness by outward appearances alone. A person may be miserable (such as a nonproductive mystic), but project a happy, cheerful appearance. Another person may appear unsmiling, even stern or cross (such as an intensely busy business executive), but if he or she is a productive person with self-esteem, that person will be profoundly happy.

To achieve long-range happiness, an individual must be mentally healthy. Many people, including most psychiatrists and

¹Throughout Neo-Tech, the words prosperity, pleasure, and happiness are always used in a rational context. For, irrational prosperity or pleasures are based on destructive actions (e.g., profit by fraud, victory by force, success by deceit, pleasure by drugs). Such actions may provide a transitory sense of euphoria, pleasure, or well-being, but can never deliver abiding prosperity or happiness.

psychologists, erroneously believe that mental health depends on how well a person adapts to the views and opinions of others, the majority, or society. That belief places conformity as the standard for mental health. But, instead, mental health depends on a loyalty to honesty, *regardless* of the views and opinions of others or one's own feelings. Indeed, the individual must deal honestly with reality to gain the productivity and self-esteem required for quality survival of the mind and body — for prosperity and happiness.

Productivity and self-esteem build on each other. They are not, however, in a cause-and-effect relationship. The **cause** is character evolvment, development, and maturity; the **effect** is both productivity and self-esteem. And that **effect** delivers prosperity and happiness.

The human mind and body, by nature, function harmoniously. But when an individual accepts mystical ideas or takes irrational actions, the mind and body clash and contradict each other (e.g., the acceptance of religion-inspired guilt clashes with the sexual natures of men and women).

With Neo-Tech, one can easily determine the direction that an individual is moving: (a) toward prosperity, happiness, and life, or (b) toward conflict, unhappiness, and death. [Re: Table 3, Neo-Tech Reference Encyclopedia]

Advantage #9

REWARDS FROM LIFE

Nearly everyone desires the rewards available from conscious life. But, few people achieve those rewards. And, by nature, people who buy into mysticism or promote altruistic, self-sacrifice can *never* experience those rewards.

The main reasons for prosperity limitations and failures are (1) the lack of knowledge and (2) the acceptance of mysticism. But the Neo-Tech concepts provide that knowledge for eliminating mysticism to achieve full-range prosperity and happiness.

Many myths about prosperity and happiness promoted by professional mystics and neocheaters sound right and click into people's minds as packages of truth. But those myths are misleading and destructive. For example, the works of Sigmund Freud, Herbert Marcuse, and Wilhelm Reich promote the myth

that sex dominates human behavior. Their views help promote the false notion that all human life is oriented around sex. While sex is important to life, joy, and pleasure, such an all-inclusive life orientation around sex is false. Instead, the drive for life is oriented around advancing the survival and well-being of the living organism — not around sex.

Survival is man's fundamental **physical** need. And self-esteem is man's fundamental **psychological** need. A person's life is oriented around those physical and psychological needs — not around sex. ...Still, sex plays a major, pervasive role in human life, joy, and pleasure.

Advantage #10
**THE HIGHEST CAUSE —
THE CONSCIOUS INDIVIDUAL**

The highest cause in the universe is the well-being and happiness of the conscious individual. The individual — a minority of one — is the smallest, the most important, most unprotected of all minorities. If rights of the individual are protected, then rights are protected for everyone — for Blacks, Chicanos, women, factory owners, factory workers, farmers, homosexuals. The concept of minority rights is meaningless, prejudicial, and destructive. In fact, that concept is a tool used by professional mystics and neocheaters to usurp power and unearned values not by protecting but by violating the rights of individuals.

Only the concept of individual rights is meaningful and valid. The following table contrasts the anti-individual, neocheating view to the pro-individual, Neo-Tech view.

**ANTI-INDIVIDUAL VIEW
VERSUS
PRO-INDIVIDUAL VIEW**

Anti-Individual, Neocheating View
(Platonistic Oriented)

- The uncontrolled, free individual is by nature bad and harmful to conscious life. Morally, the individual must be controlled by external "authorities".

- Group or government force is necessary to control the individual to make him do good.
- The conscious individual is subordinate to society or to “higher” or “nobler” causes.
- The use of force to compel individuals to comply with the “will” of society is moral.
- The moral purpose of life is self-sacrifice in serving “higher” goals.
- Pride is a character flaw.
- Service to a government by conscription is necessary and proper.
- Property belongs to society, the “people”, or the government.
- Social science is a valid, valuable science.
- Populations consist of various groups of people, societies, and cultures.

Pro-Individual, Neo-Tech View

(Aristotelian Oriented)

- The uncontrolled, free individual is by nature good and beneficial to conscious life. Morally, the individual must be free and remain free from external “authorities”.
- Both the individual and society function best when the individual is free from any group control, government force, or external “authority”.
- The conscious individual is the highest, noblest possible good or cause in the universe.

- The use of initiatory force against any individual for any reason is immoral.
- The moral purpose of life is to achieve rational happiness.
- Pride is the result of moral virtue.
- Service to a government or to any cause is proper only on a voluntary basis. Any form of conscription is forced sacrifice and evil.
- Property is an earned entity. Thus, it can morally belong only to those individuals (or their businesses) who produced the values needed to earn that property.
- Social science generally has little or no validity as a science, especially because it usually denies the individual as the prime entity of human life.
- Populations, societies, and cultures consist of specific individuals.

Advantage #11

SELF-ESTEEM AND THE REWARDS FROM LIFE

Happiness of man and woman is not based on sex or pleasure, but on self-esteem. Self-esteem acquired through honesty and productivity is the requisite for romantic love and psychuous pleasures. Within a romantic-love relationship, psychuous sex adds an intensity to human pleasure unattainable elsewhere in life. Psychuous pleasures are the rewards for day-by-day, rational, productive actions. Psychuous pleasures, financial prosperity, romantic love, and long-range happiness are the rewards of a productive, honest life.

Self-esteem is a person's estimation of his or her self-worth. Self-esteem is based on the ability to live independently, happily, competently. Self-esteem is dependent on one's effectiveness in dealing with reality. A high level of self-esteem requires a

commitment to objectivity and honesty. But objectivity and honesty do not occur automatically. One must constantly work hard to be objective and honest. And one must always work to maintain those qualities or they will slip away.

Self-esteem is that emotion of feeling worthy and competent to live in this world — of feeling in control of life. That feeling depends on having a value-producer orientation or value-destroyer orientation as listed in the following self-evaluation test:

SELF-EVALUATION TEST

Value-Producer Orientation

☐ I earn my livelihood by producing competitive values tradeable in the free market.

☐ I am a student gaining knowledge necessary to become a producer of values tradeable in the free market.

Value-Destroyer Orientation

☐ I do not earn my livelihood by producing values for others. Instead, I live off of values produced by others.

☐ I am a student learning how to manipulate people by using government, religion, or other forms of neocheating and mysticism to usurp a livelihood from the value producers.

Orientation for Positive Changes

☐ I will stop living as a usurper and learn to become a producer of competitive values in order to earn my prosperity and achieve happiness.

☐ I will withdraw my support from those neocheaters who through direct or indirect force or coercion live off the efforts of others.

Advantage #12

UNJUST CRITICISM AND GUILT

Personal *emotions* possess an untouchable ownership and privacy. Emotions are subject neither to criticism nor judgment.

Only *actions* can be criticized or judged as right or wrong. Feelings and emotions can have a rational or irrational basis, but they are never “right” or “wrong”. Emotions are spontaneous, automatic reactions that are not in the immediate or direct control of a person. No one ever needs to feel guilty about any emotion.

A person is responsible only for the actions he or she takes. Those *actions* include the words that egress from one’s mouth (mouth responsibility: what one chooses to go in and out of the mouth determines a person’s competence, self-esteem, weight, health, appearance, happiness).

Also, since feelings and emotions are often subjective, making moral judgments of others on the basis of one’s own personal feelings or emotions is unsound and unfair. For example, most of the negative-judgment vilifications that neocheaters publicly make (especially dishonest journalists and cartoonists) against such great value producers as Jay Gould, John D. Rockefeller, Howard Hughes, and Aristotle Onassis are based primarily on emotions of resentment and envy. In time, the misinformed public begins to accept the neocheaters’ mystical-based cancer seeds, their emotional-based judgments, their big-lie assertions

— usually planted throughout the media. The public generally accepts the neocheater’s assertions, no matter how groundless, dishonest, unjust.

The facts are, however, that individuals like Jay Gould, John D. Rockefeller, Howard Hughes, and Aristotle Onassis were moral men of great integrity. And, they were major producers of values. Indeed, they were major benefactors to mankind whose values will live forever as opposed to those quickly-forgotten malefactors who enviously attacked them.

Almost all successful businessmen not involved with governments are, by nature, honest in their private and business dealings. Moreover, when those businessmen avoid, evade, even pay off government bureaucrats, politicians, and other neocheaters merely to be left alone in order to keep producing, they are neither dishonest nor immoral. Instead, they are morally trying to protect their capacity to produce values for others. They are meeting their highest responsibility in protecting themselves and others from the immoral force of neocheating “authorities” who

live through value destruction.

Value producers neither like nor sanction neocheaters, usurpers, plunderers, and other such parasites. But can those value producers say “no” to the neocheating powercrats who threaten them? In the long run, value producers can and must say “no”. They must refuse every usurping neocheater if they are to survive. Indeed, most businessmen are innocent heroes struggling to produce competitive values for others despite increasing government coercion, attacks, and usurpations.

Contrary to the efforts of the academia and media to make such businessmen appear guilty, the facts are the opposite: government powercrats, politicians, bureaucrats, most lawyers, and many of the media journalists and university professors are the guilty ones. For, they are the neocheaters; they are the ones who are destructive, corrupt, dishonest; they are the ones who exist by deception, force, coercion, dishonesty, fraud.

Without the professional mystics and neocheaters, all the corrupt systems of forced regulations, forced mediocrity, fake litigation, destructive taxes, corruption, and wars would not exist. But without the value producers, civilization itself would not exist. Without those producers, all civilization would perish. Or, by contrast, without mysticism all neocheaters would perish. Everyone else would flourish.

Advantage #13

SENSE OF LIFE

A sense of life is an integral part of everyone’s subconscious philosophy and psychology. Every person has a fundamental view or sense of life. While usually existing on a subconscious level, a person’s sense of life largely determines his or her major actions. Sense of life falls into two opposite categories:

1. An objectively rational, self-interest, benevolent, individualistic sense of life that is characterized by:
 - a. the knowledge that conscious achievement is the highest value.
 - b. the knowledge that the conscious mind is competent to know reality.
2. A mystically irrational, altruistic, malevolent, anti-individual sense of life characterized by:
 - a. the belief that non-man-made values (e.g., nature, the

universe, the cosmos) and mystical “values” (e.g., the State, society) are superior to man-made values.

b. the belief that the conscious mind is incapable of knowing reality.

The altruistic, malevolent sense of life finds virtue in sacrificing real, individual values to unreal, mystical “higher” causes such as the fatherland, nature, society. That altruistic, malevolent sense of life keeps one from acting in his or her long-range best interest to achieve power, prosperity, and happiness in order to produce competitive values for others. Those competitive values, by nature, require a rational self-interest, pro-individual sense of life combined with effort and honesty.

Advantage #14

SELF-GROWTH VS. SELFLESS VIEW

Most productive people subconsciously hold a self-love, pro-individual sense of life. But outwardly they express various selfless views deemed virtuous by theologians, politicians, much of the media and academia, and other altruistic-promoting neocheaters. A major step toward personal prosperity and happiness is to reject all guilt foisted on self and others by mystics and neocheaters. One can easily reject that foisted guilt by discovering the moral virtue of one’s own rational, self-growth, pro-individual sense of life that always benefits others and society to the maximum.

Also, destructive altruism is easily rejected on understanding that the rational self-growth view is the only benevolent, honest, and beneficial view for conscious beings. By contrast, the irrational, selfless, altruistic views promoted by neocheaters are harmful, malevolent, dishonest views for all conscious beings in any society. ...Both selfless and selfish behaviors are irrational, destructive.¹

¹ Although the contents of her book, *The Virtue of Selfishness*, are precisely accurate and widely integrated, Ayn Rand committed an error by distorting the word “selfishness” in fashioning a dramatic statement. The word “selfishness” does have valuable, precise denotations of “an irrational, harmful disregard for others”. Rand could have strengthened her work by selecting accurate wording such as *rational self-growth*. Instead, she unnecessarily bent and undermined the precise, valuable meaning of selfishness. ...As with selflessness, selfishness is a form of immature, destructive, irrational behavior — a form of stupid behavior.

Altruistic selflessness is a prime moral wrong that works to destroy everyone's values, well-being, and happiness. Rational selfishness, on the other hand, is a prime human virtue that works to benefit everyone and society.

Advantage #15

AVOIDING SACRIFICE

An honest value producer can practice altruistic sacrifice, but he does so always at the expense of his own productivity and happiness, while reducing his value to others and society. An altruistic value producer is a psychological contradiction. Such a person represents a personal tragedy who is unnecessarily sacrificing his or her own efficacy, well-being, and happiness to clever neocheaters.

On the other hand, professional mystics and neocheaters function by forcing or coercing the producer to sacrifice increasingly larger portions of time, property, and earnings to themselves and other nonproducers. As a result of making "careers" from other people's sacrifices, those value destroyers never learn to exert the honest thought and effort needed to be competitive — to produce tradeable values required to become happy, independent individuals with genuine prosperity and self-esteem. By their defaults, mystics and neocheaters lose the possibility of earning abiding prosperity and happiness, despite their desperate efforts to feign importance, self-worth, well-being, and happiness. ...With Neo-Tech, one cannot only avoid sacrifice, but can smash the facade of all professional mystics and neocheaters.

Advantage #16

RETAINING HAPPINESS

For two-thousand years, altruistic ethics (oriented around the state, society, or organized religions) have been the prime tool of neocheating powercrats (rulers, dictators, politicians, social "intellectuals", theologians). That tool is used to sacrifice the well-being and happiness of value producers to various "higher" causes, such as the State, society, organized religions. Those powercrats apply force and coercion to extract their livelihoods from productive individuals. Neocheating powercrats always operate from behind masks of

altruistic higher causes such as fighting wars, fighting drugs, fighting depression, fighting inflation, fighting poverty, fighting pollution, fighting nonbelievers, fighting technology, fighting for the common good, fighting for all sorts of “noble” causes. They do this “fighting” with an air of self-righteousness as they extract their livings from the value producers.

Altruistic ethics are always promoted by professional mystics and neocheaters. Those ethics throw into unresolvable contradictions every innocent, productive person who accepts the ethics of sacrifice (altruism). For one cannot achieve happiness through value production by accepting destructive contradictions such as self-sacrifice. Such contradictions diminish and eventually destroy a productive person’s capacity for happiness. Yet, any productive person can avoid losing his or her growth and happiness to sacrifice-demanding neocheaters. How? By consciously rejecting their evil ethics of altruism and “higher causes”.

Advantage #17

OVERCOMING ALTRUISTIC ETHICS

Neo-Tech defines evil as any action designed to physically, intellectually, or emotionally harm human beings. Such is the evil rooted in altruism and related philosophies of sacrifice. Altruistic-rooted evil is sometimes subtle, but is always pervasive and affects all areas of an individual’s well-being and happiness.

For example, all nonvalue, “liberated” approaches to sex arise from an altruistic sacrifice of the personal importance and value of sex. After perhaps initial increases in pleasure and “freedom”, the longer-range trend for people “liberated” around such altruistic sacrifices is toward impotence and frigidity. Only after repudiating altruistic sacrifice can people discover their full potential for pleasure, passion, and love.

The most harmful neocheaters operate through government, religion, public education, and dishonest journalism. Such people must always fake self-esteem to justify their destructive existences. They do that by slyly attacking businesses, their products, and those who through heroic efforts create productive jobs for others (a supreme moral virtue). For, by attacking through the bizarre, inverted ethics of altruism, even the most

destructive neocheaters can fake a moral superiority over great producers and their works. Indeed, attacking values is the only way those neocheaters can gain a drug-like relief from their anxieties caused by living destructively. They get relief by destroying values. That destruction gives them a sense of power — a faked self-esteem needed to survive — needed to ward off suicide. ...But with Neo-Tech, the value producers finally have a fumigant to rid their lives of mystics and neocheaters.

Advantage #18

BENEFITS AND PLEASURES FROM ROMANTIC LOVE

Every relationship can be evaluated in either “good for me” or “bad for me” terms. Love partners, for example, can evaluate their relationship by how much it increases or decreases their well-being and happiness.

A sacrifice-free, romantic-love relationship allows both partners to fill their physical, emotional, and intellectual needs without any losses or compromises. Such a relationship provides major personal benefits and increased pleasures from life. And, over the long term, a person can honestly love only those who integrate into a relationship from which benefits and pleasures evolve and grow.

Advantage #19

RELIGIOUS VS. “PLAYBOY” VS. PSYCHUOUS VIEW OF SEX AND LOVE

Three basic views of sex and love exist:

1. The religious-procreative view.
2. The recreational-fun-noncommitted view (e.g., the “Playboy” view as partly developed by Hugh Hefner in his *Playboy* magazine).
3. The psychuous-sex view as developed by the Neo-Tech/Psychuous concepts.

The contradictions and guilt generated by the religious view of sex make psychuous pleasures and romantic love impossible. Today, the guilt caused by the religious view is more cleverly hidden. Still, that subconscious guilt eventually leads to the same loss of pleasure and happiness. An even more devastating loss evolves

from performance anxieties caused by the “Playboy” view coupled with the demands to be a sexy person by someone else’s standards.

The diminished self-esteem caused by the fun-only “Playboy” view creates anxiety and boredom to steadily diminish sexual pleasures and capacities. That process, if allowed to continue, ends in impotence or frigidity. Much of the impotence in men today is linked to self-esteem problems. Many insecure men who depend on a macho act for pseudo self-esteem collapse into impotence when confronted with healthy, confident, sexually liberated women who see through their act as laughable, immature, childish. ...Even more devastating: macho-type *value destroyers* lack self-esteem. Thus, their sex lives decline toward impotence. And once entangled in the Neo-Tech matrix, they lose their sexual potency quickly and permanently.

Only the third view, the psychuous-sex view, equates with human nature. Psychuous sex permits growth of mutual values, open-ended happiness, and genuine sexual pleasures for both men and women. But most innocent people subconsciously perceive sex through a combination of those three views. The result is various degrees of satisfaction as the negative effects of the religious and “Playboy” views undermine one’s natural, healthy, value-oriented view of sex.

Despite the psychological harm the “Playboy” view causes, Hugh Hefner and his *Playboy* magazine contributed greatly to the well-being of men and women by countering the oppressive guilt of religion and control by government. Moreover, the Playboy Corporation morally defended individual rights related to sexual matters through the Playboy Forum and the Playboy Foundation [Re: Concept 122, Neo-Tech Reference Encyclopedia].

Overall, *Playboy* magazine has helped lift sexual guilt and repression from millions of human beings. For *Playboy* magazine editorially reflected the prime moral ethic that everyone has the right to live for his or her own happiness. That benevolent, guiltless view of life has always left *Playboy* magazine and its founder, Hugh Hefner, open to unjust attack. Such attacks emanate from envious, anti-life losers and neocheating organizations seeking unearned power, including most women’s lib organizations such as NOW.

Playboy magazine has made major contributions toward lifting

sexual guilt and repression by projecting sex as a healthy, pleasurable activity. But, *Playboy's* values are diminished by its erroneous, "casual-fun" viewpoints on sex, love, and women.

Ironically, even the religious view does not diminish one's self-esteem as much as the "Playboy" view over the long term. For most religions do hold sex as serious and important for procreation [Re: Concept 39, Neo-Tech Reference Encyclopedia]. But the overall effect of religion has been to deprive most human beings of happiness and pleasure they earn. Religion does that through projection of unearned guilt and by wiping out the objective links between morality, pleasure, happiness, value, and sex. Indeed, religion has always striven to deprive the human race of not only its material well-being but of its psychological well-being and happiness [Re: Concept 43, Neo-Tech Encyclopedia].

Many potentially rewarding romantic-love situations are needlessly destroyed either by the religious trap of guilt or by the "Playboy" trap of treating sex as an unimportant, casual-fun activity. Only the Neo-Tech/Psychuous view guiltlessly combines the mind and body to allow men and women to fully experience their earned pleasures, love, and happiness.

Advantage #20 **REQUIREMENTS FOR PSYCHUOUS PLEASURES**

The requirements for psychuous pleasures depend on human biological needs — on human material, physical, psychological, emotional, and intellectual needs. Since biological needs change only with extremely long-term evolutionary change, the requirements for psychuous pleasures will not basically change for as long as the current human civilization exists. ...Those requirements for psychuous pleasures are:

Physical

The development of physical awareness is needed to integrate the body, emotions, and intellect into a harmonious conscious being. Contrary to the erroneous religious and "Playboy" views, no separation or dichotomy exists between the mind and body. For, by nature, the mind and body always function as an integrated whole.

Psychological and Emotional

The development of self-esteem is needed to feel worthy of pleasure, love, happiness.

Intellectual

The development of an efficient, rational mind is needed to competitively produce the desirable, tradeable values required for quality survival.

* * *

The Neo-Tech/Psychuos Concepts throughout this manuscript show how one can meet the above requirements.

Advantage #21

PSYCHUOUS PLEASURE VS. SENSUOUS BEHAVIOR

Sensuous behavior can increase psychuous pleasures. But since psychuous pleasures involve the whole person in both sexual and nonsexual experiences, those pleasures are *not* dependent on sensuous behavior.

Most individuals can and should increase their sexual attractiveness. But some people reduce their natural sex appeal by faking sensuousness. And disaster results when a psychuously unattractive person (e.g., a professional neocheater, mystic, or any other destructive person) habitually tries to conceal his or her worthlessness or defaults by faking sensuousness. As that person's defaults become harder to hide, the demand for a put-on image (e.g., playboy, evangelist, political or bureaucratic powercrat, jet-setter, machismo) mounts until the image breaks. At that point, the value destroyer's chance for psychuous pleasures and happiness plunge to near zero.

Advantage #22

PSYCHUOUS EXPERIENCES

The Neo-Tech/Psychuos concepts deliver a rainbow of new, valid ideas that allow a person to dump the mystical ideas of sacrifice and altruism. That dumping of mysticism allows a person to guiltlessly experience psychuous pleasures and prosperity.

Moreover, psychuous sex is an intense mind-body experience. Yet, psychuous sex does not always produce intense *physical* reactions. That would be too exhausting, too demanding, and eventually boring. Psychuous-sex intensity is measured by emotional depth and expression...not by overt physical reactions.

Value destroyers often fake pleasures they cannot experience. But the habitual faking of sexual pleasures will cause a malcontentment with sex that leads to impotence or frigidity.

On the other hand, value producers can experience continuous-ly growing psychuous pleasures, not only from sex but from all rewarding activities, especially productive work. [Re: Table 4 in Neo-Tech Reference Encyclopedia traces the development of psychuous pleasures from birth.]

Advantage #23

PSYCHUOUS CAPACITY

Capacity for psychuous sex, the most intense human pleasure, always arises from the same base — from dealing honestly with reality. And that is the same base from which all long-range prosperity and happiness arise. Thus, any action that enhances psychuous sex, prosperity, and long-range happiness is good and healthy. Likewise, any action that diminishes psychuous sex, prosperity, and long-range happiness is bad and unhealthy. That “good for me” or “bad for me” standard can be used to classify any action as good or bad, beneficial or harmful, healthy or unhealthy, moral or immoral. [Re: Concept 10, Neo-Tech Reference Encyclopedia; Table 5, The Sexual Quality Test; Table 6, The Sexual Capacity Test.]

Advantage #24

OTHER BOOKS VS. NEO-TECH

Most people can recall reading inspiring, mind-over-matter, positive-thinking books and articles that offer rules for self-improvement. Generally the inspiration and determination to follow someone else’s non-sequitur rules remain for various periods of time...until that person returns to his or her own self and situation.

Likewise, reading about rules for improving financial, business, or personal situations versus actual improvement of such

situations are two different activities. Nevertheless, gaining knowledge through reading is a prerequisite for most productive achievements. Yet, most “self-improvement” books promote altruistic premises and “mind-over-matter” mysticism (e.g., “positive-thinking” approaches). Such approaches are self-defeating. By contrast, Neo-Tech operates on provable premises and self-interest ideas that let anyone achieve permanent advantages, prosperity, and happiness.

Specifically, Neo-Tech operates on the premises that the conscious individual is by nature (1) good, (2) the highest value in the universe, and (3) competent to understand and deal with reality. By adopting those premises, one can enjoy guiltless freedom and an immediate advantage over the professional mystics and neocheaters who operate through government and religion. ...By adopting Neo-Tech premises, a person can achieve great prosperity and psychuous pleasures.

Advantage #25

VALUABLE BOOKS

Many books about achieving happiness, pleasure, and love contain valid, valuable information. But most such books are slanted toward gaining approval of the establishment media and culturally influential pseudo-intellectuals. Many authors struggle to gain approval of the neocheaters by maligning material achievements and disparaging the potency of the human mind. One must know how to dismiss that “striving for approval” approach in order to glean any useful knowledge and values from those books.

But many books can be more damaging than helpful to readers because their authors project major psychological, philosophical, and even physiological errors. Those errors are often subtle and remain undetected by most readers. [Eight of the best selling “sensuous” sex manuals are summarized in Table 11 of Neo-Tech Reference Encyclopedia. Those books are analyzed in greater detail in Appendix C of the Neo-Tech Reference Encyclopedia. The first two books on that list, for example, have excellent value and are recommended reading as a supplement to the Psychuous concepts. The next three books are of value, but contain various errors that demand dogmatic

adherence to the authors' tastes and standards — or else, the authors imply, the reader will be guilty of “unsensuous” behavior. The last two books could be harmful to many readers, even fatal.] Some books reflect the authors' personal or sexual problems and actually point the way to eventual impotence and frigidity. Major exceptions to such books exist — such as the books by the farsighted pioneer of modern sexuality, Havelock Ellis (1859 – 1939). Also reflecting sexual health rather than sexual problems or hang-ups are the books of Albert Ellis (although his books fail to recognize the crucial importance of value selectivity). Alex Comfort's books, *The Joy of Sex* and *More Joy*, and the O'Neills' book, *Open Marriage*, also project healthy views recommended for reading as supplements to Psychuous Pleasures.

Because of its title, most people erroneously think “Open Marriage” advocates promiscuity or multi-affairs in marriage. But, the opposite is true. In refusing to understand “Open Marriage”, the religious mystics remain unknowledgeable. Thus, those mystics are particularly scathing, gossipy, and dishonest in their attacks on the O'Neills and their book. Those dishonest attacks even overwhelmed the O'Neills, causing them to succumb to those value-destroying attacks.

Some books not only harm their readers, but undermine the lives and happiness of those authors who believe and follow their own mystical notions [Re: Table 12, Neo-Tech Reference Encyclopedia]. But authors who do *not* believe their own published advice are so deeply dishonest that they quickly wipe out their own self-esteem.

On the other hand, honest, valid books can greatly benefit the authors as well as their readers. For example, Havelock Ellis (1859 – 1939) delivered liberating and important values to his readers. But also, his honest work gradually freed Havelock himself from the crippling effects of Christian, anti-sexual ethics. Those ethics dominated his youth and left him sexually inept in adulthood. Paralyzed by masturbation terrors, he remained a virgin until the age of thirty-two when he married. During his twenty-five-year marriage to an overt lesbian, Edith Lees, they seldom engaged in sexual intercourse, although each loved the other dearly. With the help of several mistresses, all of whom

apparently loved this handsome and compassionate man, Havelock Ellis finally became a competent lover. Well after his fiftieth birthday, Ellis began to greatly enjoy sexual intercourse. In his late sixties, Ellis reached his sexual zenith in becoming a passionate lover of his beloved mistress, Franoise Laffité-Cyon, with whom he achieved great happiness and sexual fulfillment until his death at eighty years of age.

Advantage #26

HARMFUL BOOKS

Erich Fromm's best selling book, *The Art of Loving*, is among the most subtly damaging pieces of literature since the Bible in undermining human well-being and happiness. For the independent-thinking reader seeking knowledge, however, nearly every well-written book, even dishonest and harmful books, can be valuable for extracting new understandings of either positive or negative views. For example, the reader gains valuable knowledge in discovering that Erich Fromm's central (but initially disguised) theme is that "real love" means loving everyone causelessly and equally. Any discrimination in love is condemned by Fromm as unloving selfishness. That dishonest, egalitarian theme wipes out the objective standards of human values, love, worth, and especially justice.

Fromm's false theme implies that no one has to earn love, value, or worth. If the person is your lover, husband, wife or child, that person should have no more of your love and valuation than a beggar in Calcutta, or a Hitler, or a Charles Manson...they all should be valued and loved equally. In other words, according to Fromm's theme, all human beings, regardless of their earned values or characters, should be diminished until they are equal in value to the lowest, meanest, unhappiest human being on this earth. That same destructive, unjust theme is promoted repeatedly by the Bible in both explicit and implicit terms.

Albert Schweitzer goes a step further in suggesting that one should love all living entities equally. That means a person's love for one's husband, wife, or child should never exceed the love that person could give to a stranger, or to a tree, a blade of grass, a weed. Indeed, certain Asiatic philosophies take still another step in declaring that all nonliving entities must also have

equal love. In other words, the love for one's spouse or child should not exceed the love one could feel for a pebble on the beach. ...Such is the meaning of love to the Fromms, the Schweitzers, the Bible, and other neocheating promoters of egalitarianism and altruism.

But an even more malevolent theme has recently developed in the rhetoric and actions of today's neocheating "ecologists" and "environmentalists". They, by using the force of government, place the "well-being" of birds, insects (including mosquitoes), trees, plants, and inanimate "landscapes" *above* the lives, well-being, and happiness of human beings [Re: Concept 101, Neo-Tech Reference Encyclopedia]. Those anti-human themes are extensions of the altruistic philosophy advanced through books such as the Bible and Fromm's *The Art of Loving*.

And beyond? What does a future of growing egalitarianism and altruism hold? Constant exposure to the increasing atrocities of altruism and egalitarianism gradually numbs people into silently accepting higher and higher levels of injustice, human suffering, crippling of minds, killing, violence, terrorism. Fewer and fewer people object or even care about those mounting atrocities. Before Neo-Tech, those who consistently upheld individual rights to life and property were fading in both intensity and numbers. In that way, conditions were developing for the ultimate egalitarian end result — an eventual worldwide, Leninist-style or religious-style slaughterhouse. But Neo-Tech is reversing that trend — slowly today, rapidly tomorrow.

The final egalitarian "purification" is always the mass liquidation of human life. That "purification" starts with the exploitation and then sacrifice of the productive middle class and ends with their physical slaughter. Those who live by honest principles, those who uphold freedom and justice, those who love life, those who will not surrender their minds and lives to others, those who produce the most values for others — they, as the best, are eliminated first. The mass destruction of the best, the innocent, the virtuous producer of values has been occurring with increasing intensity in various African and Asian countries. And the same would happen throughout the Western world, including the United States, if altruism and egalitarianism grew to their natural conclusions. ...Neo-Tech will prevent that from happening.

But, only those holding genuine power — the value producers — can cure the disease of altruism. The value producer can stop altruism cold by saying “no” to the sacrificial demands of mystics and neocheaters. Indeed, through Neo-Tech, all value producers can guiltlessly, decisively reject all mysticism, altruism, egalitarianism. When the value producer says “no” to the neocheaters, their mystical hoaxes will become powerless and then crumble. Never again can those neocheaters trick or coerce the value producer into supporting them.

The Neo-Tech concepts provide the tools to expunge all professional mystics and neocheaters from our planet forever.

Advantage #27

MYSTICISM AND DESTRUCTION

Religions and most political systems contradict man’s nature because they are based on mysticism and altruism. Those systems require the individual to contradict his or her nature through sacrifice. Under the spell of mysticism, one loses increasing portions of prosperity, life, love, and happiness to various imaginary “higher causes”. And such losses are for no real reason except to support those neocheaters who survive by manipulating dishonest, destructive, mystical notions. ...Mysticism contradicts the nature and needs of conscious beings. For, mysticism undermines the capacity for integrated thinking. Thus, mysticism reduces competitiveness, self-esteem, and psychuuous pleasures. Thus, all mysticism leads to incompetence and unhappiness.

The more an individual surrenders to mysticism, the more that person becomes incompetent and tries to escape reality. For such a person, life increasingly becomes a source of conflict and pain. To the extent that one accepts mysticism is the extent that a person withdraws from life and loses contact with the pleasures and happiness that life inherently holds. ...All forms of mysticism (from fascism, Marxism, and wars to astrology, occultism, and religion) arise from ignorance, fraud, deceit, and the need to destroy values.

Mysticism is perpetuated by neocheaters who must undermine honesty in order to usurp their livings and pseudo self-esteem through value destruction. Such people must disregard or

undermine the “burden of proof” concept. For that concept is the protector of honesty. The “burden of proof” concept requires that whoever makes an assertion has the burden to supply objective proof before credibility is granted to that assertion. People who promote mysticism either ignore the “burden of proof” concept or subvert the concept by passing off non sequiturs or specious rationalizations as “proof”. In any case, mysticism by nature is the opposite of honesty, rationality, objectivity, reality, and Neo-Tech.

Advantage #28

WHO CREATED EXISTENCE

The questions “Who Created Existence” and “Why of the Universe” are ancient, mind-subverting gimmicks of positing invalid, intellectually untenable questions that have no basis in reality. That false-question maneuver has been used by theologians and other mystics for centuries. The gimmick works by taking an invalid or meaningless idea and then cloaking the idea with specious but profound-sounding phraseology. That phraseology is then used as an “intellectual” prop to advance false, irrational concepts or doctrines. Consider, for example, the “Who Created Existence” and the “Why of the Universe” questions so often used by poets and theologians to advance a higher-power concept. On closer examination, one realizes that invalid questions such as “who made the universe” are meaningless and unprofound. For that type of infinite-regression question (of who created the creator and so on back) answers nothing and is anti-intellectual. Such a question cannot or need not be answered once one realizes that **existence exists**.

On realizing that by nature existence simply exists, one then realizes that the “Who Created Existence” and “Why of the Universe” questions cannot or need never be answered because no causal explanations are needed for **existence** or the universe. Existence is axiomatic. It just exists; it always has and always will exist. Nothing created it and no causal explanation is needed or valid. For, what is the alternative? No alternative is possible or needed, unless one accepts the contradiction that existence does not exist!

TECHNIQUES OF MYSTICISM

Books such as Fromm's "The Art of Loving" established the following technique that most of today's popular, mystical-based books use to gain credibility, public acceptance, and salability: Obviously valid facts and concepts are first presented to capture the interest and confidence of the reader [Re: Concept 36, Neo-Tech Reference Encyclopedia]. Those valid concepts are then woven throughout the false, mystical notions to lend an air of validity to the whole work. Essentially all religious and altruistic doctrines depend on similar techniques of using out-of-context facts, non sequiturs, slogans, "truisms", and parables to "validate" their specious doctrines.

Cleverly manipulative writers such as Fromm and deceptively manipulative organizations or "modern" churches such as Ron Hubbard's Church of Scientology can be even more dangerous and harmful than the overt, old-time religion or the neurotic, televangelists' born-again approaches. Today, most individuals reject the more obviously vicious, hellfire-and-brimstone aspects of the Bible and "old-time" religion. Still, even the most commonly rejected, blatantly malevolent aspects of the Bible and religions continue to do their damage by infusing subconscious guilt into those trying to live by Judeo-Christian ethics.

Similarly, the news media constantly mislead their audiences by using out-of-context facts and non sequiturs to create stories that seem valid, but are not. In that way, the media mystically manufacture "news" that subtly or overtly attacks objective values and their producers.¹ Constant exposure to propaganda against objective values and heroic producers leaves people increasingly indifferent toward upholding honesty and justice. That mystical-based indifference produces lethargy and ennui not only toward objective values and heroic producers but toward life itself.

¹Despite the dishonesty and hypocrisy widely practiced by much of the news media, no government controls or regulations should ever be placed against the press or the communication media. Moreover, any possible form of control or regulation against any communication (written, visual, or oral) should be permanently abolished.

By manipulating subjective mysticism with dishonest reporting, much of today's neocheating media successfully obscure the value of productive individuals and their benevolent power. That constant obscuring of facts undermines everyone's view of great human achievements such as the automobile, supermarkets, and major technological advances. The persistent attacks against objective human values by politicians, theologians, social "intellectuals", and the media gradually diminish the strength, confidence, and happiness of the productive middle class, leaving them increasingly vulnerable for exploitation by the professional mystics and neocheaters.

Using the techniques of Fromm and the media, many current authors of social literature use rationalizations, specious cliches, non sequiturs, concrete-bound specifics taken out of context, and guilt-inducing half-truths to manipulate the middle-class producers into sacrificing their self-interests to an array of "higher" causes. [Table 13 in the Neo-Tech Reference Encyclopedia shows how such mystical-based books harm an individual's well-being and happiness. Table 14 compares techniques used by authors of destructive books to techniques used by authors of books that deliver objective values.]

Advantage #30

A TOOL OF DESTRUCTION

Mysticism is the opposite of honesty and reason. Mysticism underlies all volitionally destructive actions. Mysticism undermines the capacity for independent, integrated thinking and reasoning, which is the survival tool for all human beings. ...The mystical-oriented mind is the basis of the criminal-like mind, which is the exact opposite of the business-like mind.

For two-thousand years various organized religions have been the most effective tool of the professional mystics and neocheaters for usurping a material and psychological living from the value producers by manipulating major thinking defaults into convenient well-organized packages of specious "truths". Professional value

destroyers can with relative ease use various deceptive concepts to deceive or cajole innocent producers into sacrificing their earned values to them, the nonproducers. Most of those deceptions promote the “virtues” of humility, altruism, egalitarianism, selflessness, “higher” causes, and sacrifice. Such specious “virtues” are designed to generate guilt for lowering the self-esteem of producers to the level of the nonproducer. Once burdened with false guilt, the producers will more readily hand over or sacrifice their earned values to the nonproducers.

Throughout history, various organized, structured religions have provided professional mystics and neocheaters with effective tools for extracting a living from the value producer.¹ For survival, value destroyers depend on the producer to sacrifice his or her created or earned values to them. They also extract values through government force and coercion. ...All professional mystics and neocheaters rely on the unearned guilt foisted on producers through various altruistic deceptions to extract material and psychological “livings” from value producers.

Mysticism provides the tools needed to establish totalitarian dictatorships, including both theistic and “atheistic” dictatorships.² Russia, for example, was the most religious, mystical country in Europe during the early 1900s. That heavy mysticism provided an ideal psychological setup for the acceptance of perhaps the most destructive and irrational, mystical-based political system in history — Marxism/ Leninism. Acceptance of an irrational, Kantian-based philosophy such as Marxism was needed to negate objective values and individual rights, to rationalize the enslavement of entire nations, to slaughter millions of productive human beings for a

¹On a morality scale, most criminals rank several notches above such destructive neocheaters of the politician and theologian genre. The criminal does not attempt to establish himself as a morally righteous person or palm off his actions as morally good. Moreover, the criminal does not use altruism to foist false guilt onto his victims after stealing or usurping his livelihood from them.

meaningless, mystical higher “authority” — the state. ...Thus, the tools of altruism and mysticism are needed not only to establish the murderous religious regimes of an Ayatollah-led Iran but the murderous “atheistic” regimes of a dictator-led Soviet Union and Red China.

Stalin, Mao, and their neocheating colleagues used various altruistic concepts to justify slaughtering millions of innocent, middle-class producers in the name of a higher “good”. And what is always the reason for such mass destruction and slaughter? Always for no other reason than to build personal false power and bogus jobs. No other reason ever exists.

In order to live, the value destroyer must usurp values created by the value producer. That dependence deprives the usurper of self-esteem, leaving him resentful and envious toward value producers. Such feelings of worthlessness, resentment, and envy can build until the usurper would subconsciously just as soon be dead. Out of such resentment and envy, that person would like to drag everyone else to the grave with him, especially the value producers. Indeed, that is what happens when totalitarian leaders assume power. Out of envy and hatred, they eventually destroy themselves and anyone else they can destroy.

Stalin, Hitler, and Mao, for example, were personally responsible for staggering property destruction while systematically slaughtering many millions of innocent, productive human beings. Castro, as another example, publicly stated that he, an ex-lawyer who had never produced or earned competitive values, would like to drop a nuclear bomb on New York City, destroying the greatest concentration of earned, man-made values on this planet. Such mass destruction would help prop his pseudo self-esteem by making him feel big and important. But, in fact, he has never been more than a destructive pip-squeak and mass murderer. ...All mass murderers throughout history required the tools of altruism and mysticism to rationalize their purposeful destruction of values and life.

Advantage #31

ASTROLOGY, UFOS, AND OTHER MYTHS

As with all forms of mysticism, acceptance of myths varying from astrology and UFOs to various religious mysticisms cripples a person’s thinking and integration processes. Indeed, crippled thinking and integration processes undermine a person’s personal power, productive competence, financial well-being, psychuous pleasures, and long-range happiness.

Many popular myths depend on proclaimed “scientific” evidence to create illusions of credibility. Astrology devotees promote the

“scientific” notion that the infinitesimally faint celestial forces that impinge on human beings affect and influence their minds, actions, behavior, and destiny. As “proof”, for example, they state how the gravitational forces of the moon cause the oceanic tides. But facts and logic show that man alone controls his own destiny. And his mind can easily override all the forces of nature combined [Re: Table 7, Concept 22, Neo-Tech Reference Encyclopedia]. Indeed, in a free society, the conscious mind is a much stronger controller of an individual’s future than all the overt, direct forces of nature, government, and religion combined.

A person’s own choices, not his environment, control his or her destiny. Except for natural catastrophe or brute-force totalitarianism, the forces of nature and social environment when pitted against the rational conscious mind have little or no influence over that individual’s long-range future.

For a person to allow his future to be influenced by even the most direct and powerful forces of nature (such as the weather, the wind, the rain) would be to relegate the potency of his or her mind and actions to a low position indeed. But to assert, as astrologers do, that the faintest forces in nature (the celestial forces from outer space) can influence human beings and their minds is to relegate the human mind to a most inept position. To view the human mind as being that feeble or impotent, even though the view may be only subconscious or

implicit, undermines a person's confidence and self-esteem. And, more serious is what happens to the confidence and self-esteem of those who let themselves be controlled or influenced by nonexistent forces.

Many people erroneously believe that the governmental and religious forces surrounding them are more powerful than they. With the destruction that those forces have always inflicted on mankind, such an attitude is understandable, but invalid. Government and religious forces, while always exerting destructive influences, need not be the controlling forces on any individual's present or future. By using the mind and acting on reason, a person can usually avoid or minimize the effect of government and religion on his or her personal self in order to live independently, productively, and happily.

Direct forces of government, religion, or even nature (e.g., earthquakes, floods, tornadoes) can at times have devastating effects on any individual. The government can confiscate or plunder a person's property. The government can jail or kill innocent people. Religion can destroy a person's mind or happiness. The church will also torture and kill masses of innocent people whenever it holds direct political power (e.g., Dark Ages, Inquisitions, Jonestown, Ayatollah Iran, Witch Trials, crusades). But none of those potential or real forces basically control human lives or destiny. The human mind, along with the choices made through an individual's life, controls the life and future of a productive person (unless government or religious forces directly cripple or destroy that person).

Accepting "scientific" myths such as UFOs (unidentified flying objects from intelligent outer space) will diminish a person's self-esteem and reduce that person's capacity for psychuous pleasures and happiness. As with astrology (and with ESP, PK, and other forms of "scientific" mysticism¹), the outer-

¹Most forms of "scientific" mysticism reflect wishful desires to discover outside forces or "authorities" to take over the thinking tasks of the human mind. The mystic's wish is to be automatically and effortlessly guided to

(footnote continued on next page)

space UFO advocate must first establish a scientific-sounding base to create an illusion of credibility. Such a basis for UFOs is accomplished by taking out of context the valid hypothesis that millions of Earth-like planets exist in outer space in which advanced civilizations of living beings have developed technology far beyond our own civilization [Re: F. Or. Wallace, "We the Creators of All Heavens and Earths", I& O Publishing]. And many of those civilizations most certainly would be capable of communicating or even journeying across many light years to reach Earth. For conscious beings in such advanced civilizations would have achieved biological immortality long ago.

The above hypotheses are statistically valid and almost certainly factual. From statistical considerations, many millions or billions of Earth-like planets with intelligent civilizations do exist throughout the universe. Many of those civilizations existing far in advance of our own are certainly capable of contacting Earth. Yet, logic and statistics dictate that such civilizations would not contact Earth.

The main reason for believing that no outside civilization has ever contacted earth is that no one has found any hard evidence that even suggests intelligent beings from outer space have ever contacted Earth. All claims of evidence to date have been spurious, false, or scientifically unsound. If intelligent beings from outer space ever had contacted Earth, the evidence would have been immediately and spectacularly conclusive. For example, consider the highly advanced artifacts that would be left behind by any mystic-free civilization capable of developing the energy and technology required to contact Earth.

(footnote continued from previous page)

knowledge and through life by external forces. But no effortless guide exists. No outside force can take over and do what the mind and the individual must do for him or her self. Consider the president of the United States following the stupidity of astrology. Or consider the government of the U.S.S.R. directing funds for "research" efforts in ESP, psychokinesis, PK, and other pseudosciences: Indeed, through such mystical stupidities, the intellectual impotence of those governments and their leaders is revealed. In reality, such governments are goofy and their leaders are clowns. ...They are already being laughed out of existence through Neo-Tech competition.

Indeed, many highly advanced civilizations throughout outer space certainly have the technological capacity to contact and travel to Earth. But the following logic indicates none would contact Earth: The technological advance of any civilization can be measured by the amount of energy harnessable by that civilization. Energy capacity is a direct measure of scientific knowledge and technological development. The energy requirements for outer space communication and travel are far beyond the total energy capacity available on earth at our present level of technology. Thus, a civilization capable of contacting earth would have to be advanced far beyond our civilization. That would mean that any such civilization would be well past the *Nuclear-Decision Threshold* [Re: Table 51, concept 116 of the Neo-Tech Reference Encyclopedia]. That threshold is the point that every advanced civilization must successfully pass through to survive. Our civilization is at that point today. The *Nuclear-Decision Threshold* is the point at which energy, knowledge, and technology have advanced to where sufficient, man-made energy (e.g., nuclear energy) can be generated to physically destroy all life on the planet. From that point, all civilizations must follow one of two courses:

(1) Proceed in an irrational, altruistic, Platonistic philosophical system in which initiatory force compels others to support mystical “higher” causes that feed the bogus livelihoods of neocheaters. Such systems will eventually lead either to all-out nuclear warfare¹ or to a retreat into an anti-technological Dark

¹Ironically, the unilateral peace and disarmament movements are not only dishonest, mystical, and usually promoted by professional mystics and neocheaters, but they are the very forces that move the world toward nuclear annihilation. By contrast, a well-prepared, rational society can effectively protect itself against nuclear war as well as prosper into the future. For, a prime moral obligation is self-protection. Thus, the development of an effective SDI or “Star-Wars” defense system is the most rational, moral act any country could perform in protecting its citizens and their property. (Also, see Advantage #110 for the profound right to self-defense.)

Ages in which most knowledge and technology are lost. In either case, most of the world's population will die and civilization will perish because of meaningless mysticism being manipulated to give false power and bogus livelihoods to the value destroyers.

(2) Proceed in (or change to) a rational, business-like, Aristotelian philosophical system in which initiatory force plays no role. Such a system allows civilization to safely advance beyond the *Nuclear-Decision Threshold*.

Thus, any civilization advancing significantly beyond that threshold would by nature exist within a rational Aristotelian/Neo-Tech society. That in turn would mean a free-market business society from which initiatory force is eradicated as uncompetitive, impotent, and immoral. In any such advanced society, all forms of mysticism would by nature have been discredited and discarded as stupid and destructive. Such a business-minded society would be free of politicians, theologians, neocheaters, coercive governments, and other usurpers and parasites. All actions would be based on reality-oriented logic exercised by free individuals harmoniously, competitively living in accord with their rational best interests.

In such an advanced society, no logical reason would exist and no apparent benefits could accrue by expending the excessive time and energy required to contact Earth or similar, outer-space civilizations. Such an undertaking would *not* be scientifically interesting or profitable for a civilization so far advanced in knowledge and technology.

In other words, as a civilization approaches a technological stage so advanced that other civilizations could be contacted, then the need, interest, and benefits to do so would cease. All such societies would by nature exist within Neo-Tech, rational, self-interest cultures. All individuals in such societies could fill all of their physical needs, psychological needs, and growth needs within a practical sphere of space (although capable of reaching any point farther into outer space). Moreover, such advanced civilizations would have access to the interstellar computer system most certainly present throughout the universe. Throughout that computer system, all important knowledge would be organized

and available for exchange among all advanced, Neo-Tech civilizations — perhaps through an oscillating, gravity-coded system.

In summary, probably thousands or millions of highly advanced civilizations exist in outer space that have the technological capacity to contact Earth. But being nonaltruistic, business-minded societies, they would have no logical motive or incentive to expend the time and energy to do so.¹

For our own civilization to advance significantly beyond our current *Nuclear-Decision Threshold* would require a shift from the current Platonistic/altruistic philosophical base to a Aristotelian/Neo-Tech philosophical base [Re: Table 51 in Concept 116, Neo-Tech Reference Encyclopedia].

Paradoxically, at our current level of civilization, we can gain considerable economic, technological, and scientific benefits from investigating outer space and exploring our solar system and beyond. And, on switching to a rational Neo-Tech society, our civilization will advance significantly beyond the *Nuclear-Decision Threshold*. Then our knowledge, technology, and well-being will advance so rapidly and far that when our energy capacity reaches the potential for contacting civilizations in far outer space, the logical reasons or incentives for such contact (economic, social, scientific) will fade. For, within a Neo-Tech society of self-ruling individuals, the potential of each individual can be fully realized. And that unrealized potential of conscious beings represents the total creative power available throughout the universe. On meeting that potential, nothing further out in space is required, especially after business-driven scientists learn

¹Perhaps the only rational motive for an advanced civilization to communicate much beyond their immediate star system would be the pending death of their primary energy source — their sun — via an explosion-type burnout. Those beings would probably explore and colonize planets in nearby solar systems. The positions of stars in our own Milky-Way galaxy are constantly shifting relative to each other. Thus, our planet could at times become a “nearby” star system (e.g., less than a hundred light years) to a highly advanced civilization that must abandon its own solar system because of an impending solar explosion or other catastrophe. In such a case, our planet could become the object of exploration and even colonization from outer space. Statistically, however, such a combination of events would be extremely unlikely.

to access the interstellar computer available throughout the universe.

The answer, therefore, to the outer-space UFO question reduces to:

1. Probably many highly advanced civilizations exist throughout space that currently have the capacity to contact and even travel to Earth.
2. No valid, scientific evidence has ever been found that suggests intelligent, outer-space communication or visitation has ever occurred on Earth.
3. Logic indicates that advanced civilizations with the energy technology to contact Earth would not do so because there would be no economic, social, or scientific incentive to do so. *For, once an advanced civilization has dug well-defined holes into space by exploring, understanding, and exploiting those areas, the need and incentive to dig more and more holes, deeper and deeper into space at greater and greater costs steadily diminish to zero.*

Advantage #32

EXISTENTIALISM AND ITS INFLUENCE

A dominant form of mysticism and Platonistic philosophy in Western civilization is existentialism and its many disguised variations such as Gestaltism, transcendental meditation, Zen Buddhism. Existentialism is really nothing more than clever irrationalism and contradictions that ironically heralds Kierkegaard's "individual responsibility", which existentialism ultimately negates, often cloaked in pragmatic non sequiturs or good-sounding rationalizations. Existentialism claims that reality does not exist. Thus, the meaning of existentialism is impossible to objectively define or understand. For existentialism is nothing. And nothing can be attached to nothing.

Expressed in countless ways, existentialism is the philosophical form projected by (1) most media commentators, (2) almost all politicians and theologians, (3) neocheating social "intellectuals", including many teachers, university professors, and (4) know-nothing personalities and entertainers acting as "authorities" on the basis of feeling rather than knowledge.

In the past several decades, those four groups of people have effectively spread existentialism among the nonproductive elements of society. More recently, those same groups are successfully pushing existentialism onto the working middle class. As a result, the productivity, self-esteem, and happiness among the productive middle class is diminishing as value producers increasingly swap their earned happiness and freedom for the existentialistic ideas of mysticism, egalitarianism, and altruism. Their ultimate negation of self-responsibility and self-control opens the way for increasing government control of their lives.¹

Many people are drawn into the chameleon-like forms of existentialism through an assortment of highly publicized, illusionary benefits designed to indulge almost anyone's emotions to escape reality. Touted benefits include discovering "real truth", "peace of mind", "happiness", new "freedoms", "self-awareness",

¹Government control always means the control of individuals by force. Communism, fascism, socialism, and democracy are political systems that survive by force. Democracy, however, is generally less destructive or less malevolent than the other three systems of oppression. All four political systems operate on the same neocheating concepts of external "authority" and unearned power backed by "legalized" force. Moreover, all four systems require Platonistic, existentialist philosophies for the value destroyers to usurp bogus livings from the value producers.

Contrary to popular myth, democracy is rooted neither in justice nor in the protection of individual rights, but is rooted in the uncompetitive principle of "authorities" with power to force the deemed "will" of the majority onto specific individuals. (The United States was not founded as a democracy, but as a republic based on constitutional law forged between democratic myths and free-choice, competitive-market principles. Today, most of the remaining nonforce, free-choice, competitive elements of freedom in the United States are being replaced with uncompetitive fascist or socialistic elements of force.) A business-like, free-choice, competitive system is the only political system based on logic, justice, growth, and earned values rather than on feelings, force, stagnation, and usurpation of values. Of all political systems, only the nonforce, free-choice competitive system rejects the concept of uncompetitive "authority" system of force, threat of force, and fraud. And only competitive, free markets fully recognize the sovereignty of the individual and the right to his or her own body, life, and earned property. ...All professional mystics and value-destroying neocheaters hate and fear free-choice competition. Why? Because free-choice competition would drive them from their dishonest careers and bogus livelihoods.

increased “sensitivity”, “discovery” of one’s true self, and a wide variety of health and nutritional “benefits”. Other benefits touted by groups such as Scientologists include various mystical routes to “freedom” and “happiness” through self-awareness via clearing hang-ups or engrams [Re: Concept 39, Neo-Tech Reference Encyclopedia]. But beneath all such jargon and claimed benefits, existentialism is nothing more than a wimpish irrationality that promotes stupidity. ...Indeed, existentialism promotes the negation of reality. [Re: Table 16, Neo-Tech Reference Encyclopedia defines existentialism and identifies some of its manifestations being thrust onto the productive middle class by mystics, politicians, and other neocheaters.]

Existentialism and religion both grow from mysticism. And both lead to the oppression of the individual. Existentialism and religion both reflect fear of the independent individual and even greater fear of individual pride. Most mystics denounce pride as negative, bad, or sinful. But, individual pride is the result of moral virtue, which requires the rejection of the dishonesty inherent in mysticism.

Pride is the reflection of self-worth, which requires the rejection of mysticism. And that rejection of mysticism through the reflection of self-worth is what all mystics, existentialists, and neocheaters fear and attack. For, if all value producers recognized their genuine self-worth and felt their earned pride, they would reject mysticism to end the hoax of all neocheaters.

Advantage #33

THE SEVENTEEN-HUNDRED-YEAR OPPRESSION OF HUMAN HAPPINESS

About 300 A.D., Christian theologians discovered the ultimate neocheating technique to control human beings. That technique was to link guilt with sex [Re: Section Four Neo-Tech Reference Encyclopedia]. With that technique, the Christian church rose to its height in power, causing Western civilization to crumble into the mystical Dark Ages as human well-being and happiness sank to the lowest level in recorded history.

The history of Christian oppression of individual life, rights, values, happiness, pleasure, and sexuality is outlined on the following pages:

CHRISTIAN OPPRESSION OF HAPPINESS

(from research by Morton M. Hunt and others)

100 A.D. – 385 A.D.

- Roman Empire still appeared vibrant, but was surrendering to a new religion...Christianity. Rome plunged into altruism and asceticism.
- Roman pagans began persecuting those Christians who became altruistic fanatics and used any means to meet their goals of destroying the life-enhancing and productive aspects of Roman civilization. Those neocheating Christian leaders had the dual objective of wiping out the pleasures of human life as well as destroying the high standard of living enjoyed by the Romans. The early Christians heroically formed tightly-knit anarchist groups for effective protection from the oppression of the bureaucratic Roman government while laying the foundations for their own much greater oppressions.

385 A.D. – 1000 A.D.

- The rise of the unkempt ascetics (hippies) in Egypt. Based on Christian self-torture and denial (e.g., St. Simon).
- Christianity discovered a fast, neocheating route to power — the foisting of guilt onto innocent value producers. As an effective rallying symbol, they found and elevated to martyr-level status an obscure historical individual who died three centuries earlier. That individual ironically was a gentle, appealing rebel who heroically stood up to the injustices of the parasitical-elite authorities — the same type authorities who three centuries later usurped and mystified him for their own dishonest exploitation. That individual, their new symbol, was named Jesus Christ. ...Jesus has been done a rank injustice by the Catholic church.
- Christians became increasingly preoccupied with sex as they struggled against lust (e.g., by burning off fingers to resist temptation). Thinly veiled, neurotic eroticism steadily increased within the church.
- St. Augustine (born 354 A.D.) promoted guilt through his books:
(1) *Confessions* — self-accusations of his pagan, lustful

youth. He converted to a Christian in 386 A.D., then gained power through neocheating by hatefully using guilt to turn the goodness and pleasures of man against himself. Promulgated how all are born between feces and urine.

(2)*The City of God* — his major work — speculates how babies might be born from women “uncankered by lust and sex”. Demonstrates passionate hatred for human life. St. Augustine became a master neocheater in achieving respect and power by making problems where none existed. He destroyed values rather than create them.

- By the 5th Century, marriage came under church domination.
- The decline into dark ages coincided with the rise of Christianity.
Collapsing under the Christian stranglehold, 6th Century Rome was repeatedly ravaged and looted. One million population was reduced to fifty thousand. The city lay in rubble and ruins. The Senate ceased for lack of qualified men. The hygiene, science, and culture of Rome was abandoned as Christianity took hold.
- By 585 A.D., Catholics argued that women did not have mortal souls and debated if women were even human beings.
- Sex was reduced by Christianity to an unromantic, harsh, ugly act with penance easily and hypocritically granted to men whenever required. Women became pieces of disposable property.
- Clergy and popes turned to prostitutes and neurotic sex. (e.g., The Pope of 904 A.D. practiced incest and was a lecher with children).
- By the 9th Century, Christianity dominated. Women were considered property of men. The church sanctioned wife-beating. Men were merely fined by the church for killing women.
- For the Catholic clergy, sex without values (e.g., prostitute sex, orgy sex, even forced rape or sadistic sex) was not a serious offense, but sex with values (e.g., loving or valuing a woman) was a high sin with severe penalties. For, love and valuing resist control by “authorities”, therefore, had to be squelched.

- St. Jerome stated that he who too ardently loved his wife was an adulterer.
- Christian marital sex was performed only in one position and then only to conceive a child. Sex was never to be performed during penance nor on Sundays, Wednesdays, Fridays, holiday seasons.
- The major Christian sin was not sex, but pleasure.

1000 A.D. – 1500 A.D.

- Courtly love reflected happiness and contradicted the malevolence of religion. Churchmen feared and fought courtly love (e.g., St. Thomas stated that to kiss and touch a woman with delight, even without thought of fornication, was a mortal sin).
- The struggle was between oppressive religion and renaissance free thinking. Also, the struggle was between papal power and the new Aristotelian ideas.
- In the 1300s, an ominous new interest in witchcraft and exorcism began appearing in the church. Priests fulminated about the evil powers of women who formed sex pacts with the Devil.
- By 1450, the dichotomy was complete and the dogma was established by the Catholic church that all physically desirable women were evil witches. The church was losing its power, and demonizing women was their means to fight the rediscovering of human joyfulness brought on by the emerging Renaissance.
- Renaissance noblemen in the 15th Century equated beauty to good. To counter this trend toward good and beauty, the church attacked through the Pope. The Catholic church developed a new breed of neocheating malefactors not known before...the inquisitors who were backed by a series of papal pronouncements and bulls. The Pope set up two theologians (Jacob Sprenger and Henry Kramer) to act as inquisitors. Sprenger and Kramer wrote a widely influential book dealing with the “evils” of women and witchcraft. That led to the

burning to death of tens of thousands of innocent women during the Renaissance.

- Crosscurrents and contradictions — the “lady ideal” projected by the happy, benevolent spirit of the Renaissance versus the “evil witch” projected by the unhappy, malevolent spirit of the church.
- King Henry VIII was the first major figure to combine love and marriage. He waged a long battle with Bishop Wolsey and Pope Clement VII about his divorce and subsequent marriage to Anne Boleyn.
- Renaissance enlightenment made sex seem not so sinful and disgusting as the church insisted. The middle class began to associate sex with love.

1500 – 1700

- The Reformation combined with the enlightened Renaissance by considering sex in marriage as wholesome and free of guilt. But the malevolent Christian position continued to burn women as witches.
- Martin Luther battled Catholic asceticism by advocating the enjoyment of every pleasure that was not “sinful”. Luther lived in a lusty “eat, drink, and be merry” style. He fought Rome and claimed that celibacy was invented by the Devil. He insisted that priests could marry and asserted that marriage was not a sacrament at all, but a civil matter. Luther asserted that sexual impulses were both natural and irrepressible. He broke from Rome and married. He cheerfully loved his wife and held pleasurable sex in marriage as good. Luther’s reformation rapidly spread across Northern Europe.
- John Calvin (the father of the Puritans) was the opposite of Martin Luther. Calvin was sour, malevolent, and had a ferocious theology based on human depravity and the wrath of God. He was an unhappy ascetic who had ulcers, tuberculosis, and kidney stones; he considered life of little value. Calvin set up a brutally strict theocracy in Geneva that allowed no dancing, fancy clothes, or jewelry. The death

penalty was imposed for adultery. Even legitimate love was stringently regulated. Engagements were limited to six weeks. No lingering at romance was allowed. Weddings were grave with no revelry. The Calvinist marriage had two functions: (1) to produce children, and (2) to reduce sexual desires.

- Most Puritans, however, were quite unlike the inhuman joylessness of Calvin. But a few vocal fanatics such as John Knox in the United States continued to pile misery onto others. His Blue laws of the 1650s were against amusements, smoking, drinking, gambling, fancy clothing. He also promoted public whippings, scarlet letters, executions for adulterers, and the Salem “witch” executions (executed 26 women and two dogs in 1692).
- Early Puritan traits were mainly stern expressions masking mischief and romance. Church trial records show much “sinning” existed. But only sex outside marriage was attacked. Puritans were very much for sex inside marriage and condemned the virtue-of-virginity concept. Most Puritans were tenderly romantic and good lovers.
- The image of the sexless Puritan with a stony heart is false. For example, the 17th Century Puritan John Milton (*Paradise Lost*) projected a healthy view of married sex. He displayed idealistic, romantic views about marriage. Moreover, Milton sent tracts to Parliament urging modern-day, easy divorce. Milton’s *Paradise Lost* projects a benevolent view of Adam and Eve in a romantic-love context. Milton rejected St. Augustine’s malevolent views of life, sex, and pleasure.
- 16th Century Puritans combined the ideals of romantic love with the normality of sex in marriage. Woman’s status improved under Puritanism (e.g., if beaten, women could separate and even divorce.). Property rights and inheritance laws improved. Marriage became a civil contract.

1700 – 1800

- The rationalists in this new Age of Reason rejected the gloom of Christianity. They scrapped the church’s portrait of woman as evil.

- 18th Century love rejected Christian anti-sexual values and idealized the mythical Don Juan, who was impeccably mannered, lustful, haughty. Love was reduced to mere sensuality and pleasurable sport with the motive to seduce and then desert.

1800 – 1900

- Religious Victorian men, on the other hand, were patriarchal and stern. But they played that role at their own sexual expense.
- Out of religious Victorianism arose a great hunger for a fantasy sex life. Flagellation, pornography, and prostitution rapidly increased.
- Capitalistic economics were greatly accelerating the dissolution of medieval religious ties along with their unjust social customs and racism.
- The religious Victorian home was threatened by talk of female suffrage, divorce reforms, and free love.
- Victorianism was a reactionary, desperate delaying action (in collusion with the church) against the inevitable changes made by an emerging industrial civilization. Religion-oriented Victorians tried to fight change via religious coercion, government force, and police activities.

1900 – 1950

- Margaret Sanger staged a historic fight for birth control claiming that a woman's body belonged to her alone. She published birth-control information in 1914 and opened birth-control clinics in 1916. Outraged Roman Catholic elements had her arrested and jailed.

1950 – 1980

- Modern sexual revolution toward openness and honesty has caused the church's malevolent influence over sexuality to wane. In a last desperate effort, "modern" and new-wave churches evolved that adopted existentialist and fun views

of sex in order to diminish the value and importance of sex. Thus, those churches kept control by undercutting people's self-esteem. Without self-esteem, one cannot experience abiding happiness or psychuous pleasures. Without self-esteem, a person will continue to be controlled by neocheaters using the tools of mysticism.

1980 – PRESENT

- An ominous rise of overt mysticism, born-again Christianity, and fundamentalist religions signal a turn back toward malevolent views of life, love, and sex. A revival of fundamentalism and theocratic concepts are conditions ultimately sought by all mystical leaders. No matter what deceptive facades they present, all mystical leaders are destructive neocheaters who ultimately want to reign with murderous power. But today, for the first time in history, mysticism and neocheating are being irreversibly undermined by the spreading Neo-Tech matrix.

Advantage #34

AESTHETIC PLEASURE

The aesthetics (art, music, drama, and literature) are rational pursuits that add important increments of emotional fuel and psychuous pleasures to a person's life. Moreover, aesthetic pleasures are important to the growth of one's psychological and spiritual¹ well-being. Aesthetics reflect a person's most important values in a concrete way, providing powerful emotional fuel to seek ever greater personal growth and achievements.

A false but common belief is that a person's response to art (music, literature, fine arts, performing arts) is a mystical experience that has no basis in reality and serves no practical purpose. But the opposite is true. A positive response to art is a phenomenon of reality that reflects a person's deepest, most

¹The word *spiritual* as used throughout Neo-Tech has no mystical or religious connotations. Spiritual means one's sense or view of life combined with one's assertiveness toward living.

important values. Those values can be either objective or neurotic values. For example, destructive people can respond positively to art that reflects neurotic values, nonvalues, or even value destruction.

Another false belief is that art is entirely subjective and cannot be evaluated on an objective basis. With sufficient knowledge, all art can be judged by precise, objective standards. Objective evaluation can include sense of life, the theme expressed by the artist, execution skill, overt style, presentation integrity.

Psychological pleasure derived from an art work comes from the similarity of the artist's values and sense of life to one's own values. Admiration of an art work, on the other hand, comes from the viewer's evaluation of the artist's skill, style, and integrity. An individual can dislike the values, the sense of life, or the theme of an art work, but can admire the artist's skill or style.

One dominant myth propagates that most great, universal artists (i.e., composers, painters, sculptors, novelists) lived in poverty and were not recognized during their lifetimes. Indeed, that myth serves as a handy excuse for pseudo, dilettante, or government-sponsored "artists" who never put forth the great learning, training, and execution efforts needed to develop the ability to produce works of art saleable in free markets.

With few exceptions, most universally enduring artists throughout history were fully recognized during their lifetimes, often early in their careers. Most great, objectively creative artists collected and enjoyed their earned financial and emotional rewards throughout much of their professional lives. Their work was objectively valuable and recognized as such, making their products highly marketable not only in their lifetimes but through-out the ages. Furthermore, the objective value of an artist's work is almost always in direct proportion to the rational thought and effort that artist put into developing and executing his skill. ...Success as the result of being naturally gifted or of being lucky is a myth promoted by envious mystics, neocheaters, and other losers.

Still another myth about art is that if a person dislikes a work of art, then the person does not understand the work. In most

cases, if a person does not like or enjoy a work of art, the work is either (1) poorly executed or (2) contradicts that person's inner values.

And a final misconception is that poetry is an art form that enhances love and the quality of one's life. Poetry is generally an invalid art form that can be destructive to romantic love, prosperity, and long-range happiness [Re: Concept 136, Neo-Tech Reference Encyclopedia; also see Advantage 104 in this volume].

As a concluding note: Since art can reflect powerfully emotional values to the beholder, art can be loved, appreciated, and enjoyed for those values. The art work itself, however, is an extension of the artist and thus can never be spiritually possessed or owned by anyone else, even though the physical ownership and copyrights can be transferred or sold.

Advantage #35

VALUE OF EMOTIONS

Emotions and feelings are among a person's most valuable assets. All pleasure and happiness are experienced through emotions. *And the final moral purpose of all human life is rational happiness.* Moreover, negative emotions are reliable warning signals that a person is acting mystically or contrary to one's nature, well-being, and happiness.

Emotions deliver the ultimate human rewards and penalties. Such emotions depend on the life a person chooses to create and live. A person's emotional content will be either happy or un-happy, depending on the extent which that person has rejected or accepted mysticism. Rejecting mysticism means accepting sole responsibility for understanding and dealing honestly with reality. A person must reject mysticism to effectively perceive and integrate reality — to effectively solve problems of growth and develop the competence needed to earn prosperity, power, and love. That, in turn, delivers the self-esteem and emotional content needed to experience abiding well-being, psychuous pleasures, and romantic love. ...Everyone controls his or her wide-range emotions (i.e., being fundamentally happy or unhappy) through one's constant, volitional choice to be honest or dishonest — to act through business-like thinking or through mystical thinking.

Human pleasures and happiness are experienced by sensory and emotional means. To fully experience pleasure and happiness, a person must develop an integrated awareness of emotions along with a mystic-free, guiltless acceptance of those emotions. But first, a person must solidly establish the psychological, philosophical, and productivity positions to provide the self-esteem necessary for romantic love and psychuous pleasures. Then that person must reject mystical guilt to fully experience his or her earned emotions of happiness, pleasure, love.

Happiness, pleasure, and love can be experienced only through emotions. To the extent that a person represses emotions¹ is the extent that the person denies that part of reality needed to experience earned pleasures and happiness — which is the moral purpose of human life.

The human organism must experience emotions in order to psychologically live. If a person continually diminishes self-awareness or represses emotions, that person will steadily lessen his or her capacity to feel emotions. To compensate for that deadening of feelings (thus a deadening of life), that person must take increasingly stronger measures to feel something until the only feeling left to feel is pain. But that person must feel something, so he or she strives to feel pain. And the easiest, quickest route to feel pain is through destructive actions rationalized through mysticism.

Also, as a person diminishes his or her awareness and integration capacities, the initiation of longer range, positive actions becomes increasingly difficult. At the same time, that person increasingly succumbs to mysticism in selecting more and more destructive actions in order to feel something. Destructive actions taken to feel something include manipulating others,

¹Repression of emotions is the attempt to deny emotions. Such repression is harmful and entirely different from the suppression of emotions, which can be a valuable, necessary process. Suppression of emotions is an act of discipline in consciously putting aside emotions to experience them later at a more appropriate time or in a more controlled manner. In suppressing an emotion, one is not denying the emotion and remains fully aware of it. Suppression is an important tool for preventing destructive, mystical reactions in oneself.

initiating force (political or criminal) to control or plunder others, using drugs or alcohol, promiscuity, injurious masochism or sadism, vandalism, thrill killings, mass murder, waging war, genocide.

Advantage #36

EMOTIONS AND REALITY

Emotions are a real part of every person and, therefore, are a part of reality. To know and deal with undistorted reality, a person must first know one's self, which includes knowing one's own emotions. A person must learn to be aware of feelings in order to prevent destructive emotional reactions. A person must also know one's own emotions in order to effectively share them in a love relationship. For, the pleasure and happiness of a romantic-love relationship is measured by emotional closeness.

Advantage #37

CHRISTIAN CONDEMNATION OF EMOTIONS

Emotions are not subject to condemnation, guilt, or right or wrong judgments...only *actions* are right or wrong.¹ Next to the mystical concept of original sin, perhaps the most pervasively damaging, unjust concept projected by the Christian ethic is the moral judgment of emotions. Especially malevolent and harmful are the condemnations of emotions such as found in the Sermon on the Mount: "But I say unto you, that whosoever looketh on a woman to lust after her, hath committed adultery with her already in his heart." By condemning human emotions, Christian neocheaters discovered an effective tool to condemn everyone...to make everyone guilty, keeping them more controllable for usurping power and values. Since everyone by nature possesses a full range of automatic feelings or emotions that cannot be directly controlled, shut off or stopped, nearly everyone is victimized by Christian-style "sin" and "guilt".

¹An individual, however, is always responsible for his or her actions. Even if the action is an accident or honest error, one remains responsible for every action. Thus, by nature, one must eventually pay for errors, even accidental or innocent ones. Most innocent errors, however, do not carry the destructive, long-range consequences of uncorrected volitional or dishonest errors.

While everyone innocently experiences negative, irrational emotions, no one ever has to act on such emotions. And since only human *actions* are subject to choice, only human *actions* (not emotions) are subject to moral judgment.

Advantage #38

FEAR OF EMOTIONS

Many innocent people repress emotions because of false guilt. In doing so, they never can know themselves. Once the following two facts are realized, one can eliminate fear or guilt about one's own emotions:

1. Immediate emotions are beyond a person's direct control. Thus, emotions are not subject to moral judgment or condemnation and should never be associated with guilt. Only volitional actions can be wrong, condemned, or associated with guilt.
2. Emotions never have to be acted upon. Thus a person never needs to fear irrational emotions. A person can feel hatred toward anyone, even the desire for mayhem and murder — a person can *feel any emotion*, rational or irrational, without being guilty of anything. A person becomes guilty only if he or she chooses to act on irrational emotions to harm others.

Advantage #39

EMOTIONS OF FEAR

AND THE VALUE OF FEARLESSNESS

Objective fear is a valuable protection mechanism. By contrast, irrational fear is destructive whenever it stops a person from taking needed actions. Fortunately, the paralyzing effects of irrational fear can be overcome with direct, conscious effort. For example, if a person takes a rational action that he or she fears (if no actual danger exists), that fear will dissipate. Irrational fears can cause inaction that prevents deserving, productive people from developing prosperity and happiness. A fearlessness to live is perhaps the most financially and

emotionally rewarding character trait that an honest, productive person can develop.

“Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory nor defeat.”

— **Theodore Roosevelt**¹

Advantage #40

FEAR OF REJECTION AND RISK TAKING

Fear of being hurt or rejected prevents the development of many romantic-love relationships. That fear keeps a person defensive which, in turn, prevents emotional openness with his or her partner. And that openness is necessary for developing romantic love and psychuous pleasures.

The achievement of romantic love involves a willingness to take risks. Moreover, the fear of being hurt by being open is unfounded. To the contrary, a person is always hurt by faking or concealing emotions from one's self or a loved one. Denial of feelings traps a person into emotionally repressive situations that diminish the potential for love and happiness. Being emotionally honest and open is the safest, happiest way to live.

...Being emotionally open, however, does not mean gratuitously projecting emotions onto others or blaming one's emotional or personal problems on others. ...Blaming others for one's personal or emotional problems is an irrational, unfair, and mystical act that keeps a person from solving his or her own problems.

Consistently acting on rational premises and being loyal to honesty builds confidence in a person's own rectitude and worth.

¹The anomaly of a worthwhile quote from a politician is explainable by realizing that “mighty things” and “glorious triumphs” in the minds of value-destroying politicians can mean something entirely different from “mighty things” and “glorious triumphs” in the minds of value-creating business people. For example, being a “great” and powerful politician or dictator via force and manipulation is quite different than being a great and creative artist or industrialist via honest, productive effort and earned ability.

Rationality and honesty in turn, help remove the fear that prevents people from venturing into new growth areas, including romantic love. Rationality, fairness, and honesty act as powerful protectors when venturing into unexplored areas, ranging from business to love relationships.

Advantage #41

**INDEPENDENT JUDGMENT VS.
OPINIONS OF OTHERS**

Acting on what others think rather than on one's own thinking not only undermines integrity and judgment, but diminishes self-esteem. That, in turn, gradually represses the best qualities within a person. In a free or semi-free society, everyone has the basic choice of acting on his or her independent judgment versus acting on the basis of what other people think, do, or say. In a totalitarian society, however, no such choice exists. The authorities terrorize everyone by coercion, force, and threats into acting on the basis of what some "authority" thinks or wishes (e.g., the dictator). By preventing people from acting on their own judgments, totalitarian governments deprive individuals of their natural survival mechanisms by undermining the independent use of their minds. Being unwilling or unable to act on one's own judgment, the individual is controllable by others — by the whims, wishes, and demands of neocheating "authorities".

Advantage #42

CASUAL VS. SERIOUS SEX

Psychuous sex is always linked to values..to an exchange of rational values between partners. A continuous exchange of values that enhances personal worth and psychological visibility is the basis of psychuous pleasures and romantic-love. But, sex without serious values (i.e., casual sex) cannot deliver psychuous pleasures and is eventually self-destructive.

The difference between serious and casual sex is not always obvious on the surface. But the difference always appears at the base of every relationship. While the actual sexual activity of serious sex can and often does have interludes of lightness and fun, the meaning behind every act is serious and important. But sex on a nonserious, unimportant, or casual basis done only

for “fun” is a diminishing experience that erodes self-esteem and sexual competence. On the other hand, a serious sexual affair will always produce growth and values so long as the relationship is based on mutual values, honesty, and respect. In a value-based sexual relationship, psychuous pleasures are linked to a mutual reflection of each partner’s personal values and worth.

Unlike casual sexual relationships, serious relationships have no bounds or limits to personal values that can be exchanged. The value of a serious romantic relationship can grow so great that a person would give, if necessary, all of one’s possessions, even one’s own life, to protect his or her romantic-love partner.

Advantage #43

MULTIPLE PARTNERS, VALUE SYSTEMS, AND INDIVIDUAL DIFFERENCES

Few people if any can benefit from a multi-partner relationship not only because of the painful, emotional conflicts but because of the time and effort inherently required to develop a valuable, romantic-love relationship with just one partner. Furthermore, the amount of time required to develop valuable multi-partner relationships could deprive an individual of the time needed to fully develop crucial areas of life such as a rewarding career, productive work, business. [Re: Concept 41 and 42, Neo-Tech Reference Encyclopedia]

The biggest negative of multi-partner relationships evolves from the nature of psychuous sex: Romantic love works best when structured around long-term, monogamous relationships. Why? Because continuous efforts and experiences with an exclusive partner deliver the most intimacy, growth, and values. Thus, the most erotically exciting and sexually satisfying experiences by nature evolve from long-term, monogamous/ psychuous relations. ...And today, the rise of incurable herpes and deadly AIDS adds a new dimension to the advantages of mono-gamous, romantic-love relationships.

* * *

All individual values, including sexual values, fall into two categories — (1) nonjudgeable or amoral values that arise from each person’s unique personality development, and (2) objectively right or wrong values that arise from a person’s volitional

character development. Many Neo-Tech/Psychuous concepts deal either directly or indirectly with the second category. Those values are self-determined and reflect a person's view of:

- Self and others.
- Rights of individuals.
- Value of conscious life.
- Work, productivity, creativity, achievement.
- Acquiring knowledge and loyalty to honesty.
- Acquiring personal pleasures and happiness.

Other Neo-Tech/Psychuous concepts deal with the nonjudgmental or amoral values that reflect unique individual preferences such as the:

- Physical and psychological features that a person finds most attractive and stimulating in a love partner.
- Combination of values that deliver the greatest curiosity, excitement, satisfaction.
- Most satisfying or pleasurable styles, methods, techniques.

Each individual has his or her own sexual value system. Such values evolve from subconscious ratings of past experiences, personal preferences, personal desires. Those values can vary widely from person to person. Many sexual values depend on the individual's unique personality and tastes. And those values are not subject to judgments of right and wrong, better and worse, moral and immoral...they merely reflect personal differences.

Contrary to advice in most books on sex and marriage, an important task of every couple working toward romantic love and psychuous pleasure is not to seek compromises between their unique sexual values, but to openly become aware of each other's sexual values. Once aware of one's own as well as one's partner's sexual values, the differences can be used to intensify intimacies and pleasures. Those deep intimacies are achieved by satisfying the sexual values of one's partner without compromising one's own sexual values. In that process, each

partner becomes increasingly valuable and uniquely irreplaceable to the other. Such relationships become evermore secure as romantic love grows without restrictions or bounds. Divorces in those rational, non-mystical relationships diminish toward zero as values and happiness grow with time and effort. ...All such growing values become like money in the bank — a permanent, growing, emotional bank account that becomes irreplaceable by anyone else.

To gain honest Neo-Tech advantages, one must always be aware of the great physical, intellectual, and psychological differences among individuals. People exhibit strikingly different characteristics in: physical structures, ways of thinking, areas of knowledge, mental capacities, views of life. As a person develops one's character, an unevenness develops in being honest versus being mystical. For example, a person may find that the honest integration of facts is easier in certain areas of life. In other areas, that person surrenders to the "easy-way-out" mystical trap. Such unevenness in honesty is caused by a person's past and present choices and actions. That volitional behavior, in turn, determines the rate of *personal evolvment* and the quality of *character development*.

A major mistake that many people make is to expect other people to be like them. People are *not* alike. Furthermore, most individual differences are *not* subject to right or wrong judgments. Amoral differences are merely differences — not right or wrong entities. Another error is the belief that a person can change the basic nature of another person. Basic changes occur only from within the individual's own self. No one else can force or pressure such changes.

Advantage #44

RELATIONSHIP ERRORS

Casual, nonintimate, or fun-only sex does not always start from a neurotic base. Casual sex may begin as an immature sexual view during adolescence. Or casual sex may begin as a notion to experiment with "new" sex in order to broaden one's sexual experiences or to diminish sexual inhibitions and taboos. Indeed, casual sex, swinging sex, orgy sex may accomplish those ends. But, the eventual cost of casual sex, fun-only, or exploitive

sex to one's self-esteem is high. One experiences such sex only with grave consequences to his or her self-esteem, sexuality, and happiness. By contrast, one experiences a limitless broadening of erotic sexual experiences with enhanced self-esteem through the Neo-Tech/Psychuous concepts.

Human beings are always capable of correcting errors. The harm caused by past, casual-sexual experiences can be reversed by restructuring sexual standards around the consistent, value-oriented foundation of Psychuous Sex.

Advantage #45

ACHIEVING PSYCHUOUS PLEASURES

By defaulting on the basic human responsibility of achieving personal happiness and psychuous pleasures, a person lets his or her future turn downward toward death. Through that default, life and time slip away, increasingly unrewarded and unfulfilled. By that default, the exciting potential for life (which everyone senses at least some time during his or her life...usually in early childhood) will fade, never to be experienced again — unless revived by Neo-Tech.

Such defaults are unnecessary, contrary to human nature, and rooted in the mysticism continually promoted by neocheaters. By contrast, the experiencing of an exciting, value-generating life and the achievement of prosperity, power, and psychuous pleasures are accomplished through self-responsibility — through a loyalty to rational efforts and honesty [Re: Neo-Tech Reference Encyclopedia].

A value-oriented, romantic relationship offers limitless pleasures ranging from joy and spontaneous fun¹ to erotic thrills, adventure, psychuous pleasures, and profound happiness. Equally important, such romantic relationships can greatly enhance each partner's productivity, values, and prosperity.

Psychuous pleasures can always grow, even during crisis or turmoil. Psychuous sex lets a person physically confirm the value of his or her life, especially during difficult or crisis periods. Psychuous sex allows a person to be acutely aware of his or her worth, pleasures, and happiness. But psychuous pleasures go far

¹Joyful, childlike spontaneous fun is entirely different than the contrived, boring, mechanical “fun” of fun-only sexual relationships.

beyond sexual intercourse. In fact, sexual intercourse itself plays only a small (but crucial) role in psychuous pleasure, which is integrated with all aspects of conscious life.

Romantic love and psychuous pleasures add so much to human happiness that to settle for something as unchallenging and limited as casual, fun-only sex is to treat one's self poorly indeed. Limiting the potential for pleasure to such a narrow, shallow range of experiences undermines a person's entire life.

Advantage #46

END OF A GOOD RELATIONSHIP VOLUNTARY AND INVOLUNTARY

A serious romantic relationship can last and grow forever. But if growth stops and cannot be revived, the relationship should end before the growth potential of either partner diminishes. If a good relationship does end, however, each partner can and should retain the values and benefits of all past growth.

Voluntary termination of a psychuous relationship requires a carefully considered, mutually reasoned decision to avoid the tragic mistake of terminating a good relationship unnecessarily. A decision to terminate should include a thoughtful plan to avoid harm to either partner while preserving the growth and values already achieved.

Involuntary termination of a good relationship through death is final. Still, the living partner must continue growing. Involuntary termination of a good relationship can also be initiate through errors of one or both partners. Each partner must fight to save a good relationship from being destroyed by errors. Each must identify those errors and reject destructive mysticism that always seeks to destroy values by creating problems where none exist.

When ending a previously good relationship, no matter how much pain or hurt is involved, great efforts should be made to leave one's partner in a positive, uplifted condition. Such efforts deliver long-term benefits to both partners. Such efforts preserve past growth and values. Such efforts leave both in freer, guiltless positions from which to seek a new relationship and happiness.

But terminating a hopelessly destructive relationship is quite different. Just frankly stating the necessity to end the relationship

and then walking away from it completely and forever is often the healthiest, most honest, and least painful method for everyone. A complete and decisive physical and emotional break leaves both partners freer to reestablish separate lives more quickly for new growth and renewed happiness.

Whenever love dies, reasons always exist. But the reasons are not always obvious. A person can better prepare for a future relationship by identifying the reasons for failure through high-effort, honest introspection.

Advantage #47

LOYALTY TO HONESTY THE WAY TO HANDLE PROBLEMS

Honesty is not automatic. It always requires explicit, conscious effort. Being honest is hard work...very hard work. If, in difficult emotional situations, one is not aware of the concentrated effort required to be honest, that person is probably not being fully honest. At that point, he or she can easily plug into effortless mysticism. For with mysticism, a person can auto-matically rationalize out-of-context scenarios to avoid the effort required to understand reality and solve one's own problems.

Developing the skills for being honest is neither automatic nor easy. Honesty requires high-effort concentration, discipline, and awareness. Because of the constant effort required to be honest, many people default to mysticism and thus lose the essential tool for solving problems — the tool for achieving prosperity, power, and happiness. That tool is honesty. ...Many people *never* grasp or experience integrated honesty.

Fully integrated honesty evolves from the efforts required to be consistently honest. By contrast, mystical dishonesty evolves from self-deceptions and defaults — from a self-chosen laziness that relegates honesty to a low priority, especially when feelings are involved. ...With mysticism, honesty becomes arbitrary.

A commitment to honesty with one's romantic-love partner is essential for achieving psychuous pleasures. In an open relation-ship, each partner is free to follow those actions self-judged best for his or her own rational well-being. Each must also be equally free to make and correct his or her own errors. Both must strive to meet their individual needs for growth. Both must accept the

fact that neither has any physical or psychological ownership over the other. With the freedom and self-responsibility to guide one's own life, each partner develops an ever-growing accumulation of strengths. Those new strengths allow each to continually feed fresh love and enriching values to the other.

With each partner feeding new strength and values into the relationship, each benefits from the other's unique experiences. With such constant values coming from free and independent sources, the excitement between partners can grow continuously, often by large leaps, toward increased psychuous pleasures and abiding happiness. With this never-ending, spiraling growth, each partner becomes increasingly valuable to the other. Thus, fewer and fewer circumstances could threaten or replace such a romantic-love relationship.

Like money in the bank, newly added values accumulate with interest. And with time, the strength of such value-built relationships becomes so great that no outside force, no matter how valuable or appealing, could compete. ...Such self-built continually added strengths and competitive values offer the only genuine security for any romantic-love relationship.

By contrast, sexual affairs hidden from one's love partner are deceptive and, therefore, dishonest and destructive. Moreover, such affairs are usually too restricted by their secrecy to deliver continuously growing values. ...Honesty and rationality are the foundations of psychuous pleasures and romantic love.

Honest disputes without physical aggression or psychological injury can be valuable. Verbal disputes can cut through emotional blocks to release repressed feelings and foster communication. But undisciplined let-it-all-hang-out anger and negativity are immature, unhelpful, destructive forms of mysticism. Also, disputes become destructively dishonest when one or both partners silently save up the "worst" faults or problems of the other in order to use them later as manipulative weapons.

...Saving up faults is a dishonest, immature tactic used to manipulate, damage, or end relationships.

Within a romantic-love relationship, the problems that do arise provide opportunities to discover new strengths and values for richer love and pleasures. Even if certain problems seem unresolvable, they can be mutually understood if discussed

honestly. And the more explicitly problems are understood, the more satisfying will be their resolutions. Moreover, with sufficient information and honest efforts, all disagreements can eventually be resolved without compromises by either partner.

An efficient approach for resolving conflicts is to reduce the disputed differences to writing and then find the common premises always revealed by self-honesty [Re: Communication Map in Tables 26a and 26b, Neo-Tech Reference Encyclopedia]. Explicitly breaking down problems into communication maps usually generates happy agreements. Even if a problem cannot be completely resolved, the honest communication will (a) draw each partner closer, and (b) develop greater competence in solving future problems. [Re: Table 26b, Neo-Tech Reference Encyclopedia]

Advantage #48

GUILTLESS FREEDOM TO BE ONESELF

For a healthy romantic relationship, each partner must grant the other guiltless, free choice to enter any growth relationship (in principle, including sexual) with any person of value. In growing romantic-love relationships, however, the circumstances for an outside, rational *sexual* relationship occurring are essentially nil.

Acceptance or approval by people other than one's romantic-love partner is *not* a requirement for success, happiness, or psychuous pleasures: To achieve psychuous pleasures, a person must be free to be one's own self and choose one's own actions. Trying to be different from one's rational self is a distortion of human nature and contrary to romantic love.

Likewise, a person cannot change another person's nature. For, one's nature can be changed only from within that person, not from without. Of course, a person can develop his or her own character and correct errors as new knowledge is acquired. Such changes are the process of personal growth. And such growth comes through volitional choices to honestly integrate new knowledge

A person is what he or she is. To pretend to be anything else is to present a false illusion requiring dishonest role playing. A person diminishes any personal relationship to the extent that a false

illusion is presented. A person must present himself or herself as “This is me. Take me or leave me as I am.” Only from that position can a person proceed with the genuine growth required for romantic love, psychuous pleasures, and abiding happiness.

Accepting a “take me or leave me” position does not mean specific errors should be accepted or uncriticized. A person can and should change erroneous views and destructive traits (such as mysticism and dishonesty) through character development. Furthermore, each partner must be free to constructively point out harmful errors in the other as well as to be open to criticism about one’s own self. Moreover, each partner should expect continuous growth in the other. ...But if a person does not accept the nature of his or her partner, the romantic-love relationship will deteriorate.

Two dangers exist in criticizing one’s romantic-love partner: The first danger is that criticism may unintentionally turn into an invalid attack on the partner’s basic self. And attacking a partner’s basic self can end the relationship. Still, if certain aspects of a partner’s basic self are unacceptable, ending the relationship may be the best, most rational action.

The second danger concerning criticism involves *avoiding* valid, specific criticism for fear of causing problems or rejection. Avoiding criticism cuts off important areas of communication necessary for personal growth. Both partners must be free to express themselves to the other: their compliments and criticism, their likes and dislikes. Valid praise and criticism should not be held back, but should be expressed in specifics to avoid insincere flattery or manipulative criticism (i.e., using criticism as a tool to pressure a person).

Allowances must be made for errors. Through misunderstandings or wrong premises, one partner may erroneously criticize the other. And to the degree erroneous criticism occurs, the relationship will be diminished until the error is corrected.

Most people have large capacities for self-improvement and correcting errors, especially in an atmosphere of benevolent freedom. Having the guiltless freedom to make errors and subsequently being able to correct those errors lets each partner develop into his or her best possible self with the most values to offer the other partner.

Mistakes and errors need not do permanent damage. When faced and dealt with, most errors become self-revealing solutions that create new areas of strength, knowledge, and growth.
...Guiltless freedom is essential for converting one's errors and problems into assets.

Advantage #49

THE INJUSTICE OF JEALOUSY **GT JEALOUSY VS. BT jealousy**

Neo-Tech identifies two types of sexual jealousy: *good-thought* (GT) and *bad-thought* (BT).¹ Both types are based on the erroneous assumption that one has a claim on his or her love-partner's life, especially that person's sex life.² The feelings of

¹ Although sexual jealousy is common and perhaps exists to some degree in most people, such jealousy is neither natural nor psychologically healthy. Sexual jealousy often stems from insecurity or self-esteem problems. Sexual jealousy is not synonymous with the valid desire for sexual privacy and romantic exclusivity experienced in most value-oriented, love relationships. ...By contrast, nonsexual jealousy (NS) differs from sexual jealousy (GT or BT types). NS jealousy involves relatively harmless, natural desires for values possessed by others. Often NS jealousy is erroneously called "envy". Envy is not a desire to possess values of others, but is a malevolent desire to *destroy* values earned by others. Envy is rooted in the fear of exposing one's own inadequacy, incompetence, impotence. Productive people can experience harmless NS jealousy, while nonproductive people often experience destructive envy [Re: Concepts 133 and 134, Neo-Tech Reference Encyclopedia].

Note: No value judgment is or can be made on emotions alone. Only the choice to react rationally or irrationally to an emotion can be judged good or bad. The above judgments are based on jealous reactions, not jealous emotions. The choice to act rationally in avoiding a jealous reaction will help dissipate that harmful emotion. But the harmful, irrational choice to react jealously always feeds and amplifies that emotion.

² No one can ever really own another person's life, including that person's sex life. Every individual exclusively owns each and every segment of his or her own life. In relationships, people volitionally share, not own, various aspects or segments of each other's lives. In a romantic-love relationship, by nature, many more life experiences are intimately shared and integrated than in other types of human relationships. Also, while certain segments of a person's life can be temporarily rented or hired as in a voluntary employer-employee relationship, no part of a person's life can be actually owned by anyone else.

jealousy arise when the unreal presumption of possessing one's partner seems challenged. GT jealousy is characterized by the retention of basically *good thoughts* about one's partner, even when pain or anger is generated. Most people can experience various degrees of GT jealousy about their love partners. GT jealousy does not always mean the jealous-reacting partner is insecure or possessive, especially if the jealousy is experienced only as a passing feeling. GT jealousy, even if severely painful, rarely inflicts deep or permanent damage on either partner or the relationship.

Likewise, GT jealousy seldom cuts deeply into the emotions because positive feelings about one's partner dominate the underlying emotions.

BT jealousy, on the other hand, is a destructive, mystical reaction that conjures up, often out of nothing, unjust *bad thoughts* about one's partner. Those bad thoughts are often well concealed, but insidiously destructive to the emotions of both partners. In contrast to GT jealousy in which good thoughts are retained about one's partner, But or bad-thought jealousy prevents the jealous partner from knowing, accepting, remembering, or believing the values in the victim partner. Instead, unreal bitterness, cynicism, or malevolence against the victim partner is conjured up by BT jealousy.

Such negative illusions are usually rooted in past experiences not even related to the victim partner. The victim partner usually senses a "bad-person" feedback from the But jealous person. That causes the victim to respond with increasing puzzlement or astonishment followed by anger, dislike, and a sense of injustice. Those negative emotions usually keep building until they eventually outweigh all the good feelings and values between the partners. At that point, love and the relationship die.

The Neo-Tech/Psychuous Concepts identify and can overcome both types of jealousy, especially the GT type. BT jealousy is more difficult to overcome because the cause is a cancerous mysticism that becomes deeply rooted in one's emotions. Cognitive-based psychotherapy¹ may help overcome BT jealousy

¹Effective cognitive psychotherapy is objectively oriented around the cognitive nature of human beings (rather than mystically oriented around

(footnote continued on next page)

and its destructive effects. But the only certain cure is to use mystic-breaking, integrated honesty to self-command *all* actions. Without that integrated honesty, one will continue reacting destructively to the emotions of jealousy.

The bad thoughts of BT jealousy along with its hostile, immature possessiveness and obligatory demands become increasingly unreal, unfair, and burdensome to the victim partner. Such jealousy will eventually destroy any love relationship no matter how strong were the original love and values. BT jealousy is an unfair, hostile foisting of one's own personal

(footnote continued from previous page)

behavioral and social natures). To be effective, a therapist must understand the relationships between reason and emotions, between self-esteem and mental health, between mysticism and mental illness. Unfortunately, few psychologists or psychiatrists are oriented around objective standards, even fewer work with or even understand the relationship between self-esteem and mental health. And only a minute fraction, if any, in the profession understand mysticism as the prime disease of the human mind and the only disease of human consciousness.

That situation is why most psychiatrists and psychologists have essentially zero "cure" records. Most such therapists are ineffective or harmful in helping their patients find real, long-range solutions to their problems. Ineffective therapy not only costs the patient much time and money, but increases the long-range damage by camouflaging the problem under illusions or feelings of relief, well-being, improvement, or cure. Those illusions are like drugs: they give temporary feelings of euphoria on which the patient becomes increasingly dependent. But the problems always reemerge in other forms, often in forms more destructive than previously experienced.

To benefit from therapy, the patient must first determine the therapist's honesty, integrity, and criterion for mental health. If, on questioning, the therapist's treatment is not clearly based on the biological nature of man and a criterion of self-esteem, the patient should seek another therapist. A wrong or an incompetent therapist can cost a patient's long-range happiness, even his or her life. Also, the need for ever using psychotherapy, especially in overcoming internal mysticism, is questioned in Advantage #73 entitled, "The Nature of Emotions".

In fact, most neuroses are self-chosen indulgences in mysticism for which therapy is of little value. Usually, only a self-chosen maturity and honesty to break that mystical indulgence (cause) will end the symptomatic neurosis (effect).

problems or inadequacies onto the victim partner. The mounting obligatory demands and hostile possessiveness of BT jealousy destroys a love relationship by penalizing the victim partner for the very values he or she offers. In fact, the more values offered, the greater are the penalties — the greater are the possessive attacks and obligatory demands. Indeed, BT jealousy, immature possessiveness, and obligatory demands not only rest on mystically unreal premises, but are always unjust since the victim is penalized to the extent he or she offers values to the jealous partner.

The jealous partner ignores the free-choice position necessary to build a healthy, permanent romantic-love relationship. The jealous partner accepts the false idea that outside relationships or associations are by nature threatening [Re: Concept 63, Neo-Tech Reference Encyclopedia]. Furthermore, the jealous partner erroneously judges his or her partner in terms of unrelated, outside experiences and relationships rather than in terms of their own relationship [Re: Concept 63, Neo-Tech Reference Encyclopedia].

Through mysticism, jealousy destroys values by focusing on what is *not* given or what is not available...while ignoring, abusing, tearing down, or destroying what is given or is available. Through Neo-Tech, the non-mystic appreciates and focuses on what values are given or are available and then builds from that position — and only from that position.

“Testing” is simply another form of jealousy in which one partner translates his or her insecurity into testing the victim partner for proof of love or fidelity. Such “testing” is unfair, immature, and continually escalates until the values of a relationship are destroyed.

Advantage #50

THE POISON CORE OF JEALOUSY

BT jealousy will eventually destroy even the deepest love relationships. Jealousy gradually poisons the friendship aspects of love. Once that friendship is gone, no link remains to hold together the nonsexual aspects of the relationship.

Within the person projecting bad-thought jealousy, a bitter core of poisonous emotions develops (although often initially hidden). That core increasingly releases bad feelings toward the

victim partner which, in turn, unfairly diminishes the victim's freedom and happiness. Recognizing the presence of that poison core is the first step in keeping BT jealousy from destroying a relationship. But once that core is formed, freeing oneself from its destructive effects is difficult.

The problem of BT jealousy cannot be wished away. For the poison core usually develops from mystical defaults deep within the jealous partner's subconscious [Re: Table 27, Neo-Tech Reference Encyclopedia]. Unless identified and removed, that poison core will dissolve the pleasure, happiness, and love in any romantic relationship.

Such a poison core generates hostile actions that are often subtle and unrecognized at first. But that jealous partner increasingly takes unjust advantage of the victim partner's innocence, values, love, and goodwill. Such injustice constantly wounds the victim partner and will eventually destroy all love and friendship. Unlike the nonjealous lover who usually experiences pain whenever his loved one is in pain, the But jealous lover will often gain a satisfying sense of security on being able to inflict pain on the victim partner. That malevolence of BT jealousy eventually negates any value of the relationship.

A person should avoid listening to false accusations or unjust innuendos leveled against oneself or others by a jealous, envious, or gossipy person. Even though the conscious mind can reject known false charges, such accusations still enter nonanalytical pockets of the subconscious mind. That, in turn, causes sub-sequent emotions to automatically reflect negative feelings toward oneself or the person being falsely accused. A person is helpless in avoiding those unjust, harmful, subconscious reactions. Likewise, a person is essentially powerless to avoid the guilt or bad feelings resulting from false implications coming from a But jealous partner. As long as that relationship continues, the jealous partner can increasingly inflict psychic damage within the victim's subconscious. The victim partner suffers damage proportional to his or her exposure to the poison core of a But jealous partner. Usually the only release from that damage is for the victim partner to terminate that harmful relationship.

By contrast, a mystic-free Neo-Tech partner will ask: "Do not judge me on your feelings, wishes, imagination, or what others

say. Judge me by what you know about my character, deeds, and actions. And I will always grant you the same.”

Advantage #51

UNNECESSARY AGING

As people grow older, their views of life often grow increasingly negative. Their hopes and dreams often turn into disillusion. On aging, such people gradually lose the capacity to experience the joy inherent in life. Their anticipation of life continually diminishes as their used-up, shrinking futures become evident and the inevitability of death draws closer. ...But Neo-Tech reverses that dying process by allowing life and happiness to grow with age and experience.¹

Age is no factor in achieving psychuous pleasures, except for the possible lack-of-knowledge limitations of adolescent sex [Re: Concept 80, Neo-Tech Reference Encyclopedia]. Moreover, psychuous pleasures can continually increase with age as one widens his or her values, knowledge, and experience. In building psychuous pleasures, a person’s psychological growth can far outweigh so-called physical aging effects. Emotional and physical pleasures as well as prosperity and happiness can increase indefinitely for any honest, productive individual applying Neo-Tech knowledge.

For most people, both sexual and nonsexual pleasures unnecessarily diminish with age. Negative philosophical and psychological changes occur as their futures fade and their spans of remaining years shrink. They despair and become sour with age while increasingly surrendering to the mystics’ waiting-for-death attitudes. They surrender to the altruistic myth that older people should sacrifice themselves, their careers, their lives to “make room” for youth. With that surrender, a person’s happiness fades.

¹In the upside-down, mystical death-oriented world, increasing age becomes an increasing liability on each individual. In that mystical world, “It is better to be young than old”. But in the Neo-Tech life-oriented world, increasing age becomes an increasing asset of growth, knowledge, experience, especially as mystic-free businesses develop commercial, non-aging biological immortality.

Despite what many physicians erroneously advise,¹ no mystic-free, productive person has to decline in physical, mental, or sexual activity with age. All mystic-free, productive people can experience increasing happiness and quality of life with age caused by increasing knowledge, growth, and experience: By applying the Neo-Tech/Psychuous concepts, one can not only avoid the unnecessary, mystical decline toward death, but can continually elevate his or her quality of life and psychuous growth through increasing knowledge and experience.

Sex never renews itself spontaneously. Left unattended, sex gradually diminishes in both quality and value. But with Neo-Tech, the quality and value of sex is continuously renewed and expanded by constantly investing conscious thought and effort into further developing personal values and earned power. The Neo-Tech/Psychuous concepts allow never-aging growth on all levels of conscious human life (i.e., on physiological, psychological, and philosophical levels). ...In a Neo-Tech civilization, one need not age, lose values...or die.

Advantage #52

PARENTS AS SCAPEGOATS

Most people dutifully profess love toward their children and parents. But often the past and present psychological differences, irrationalities, conflicts, demands, and “duties” make genuine love and enjoyment between parents and their children impossible. An important step toward emotional growth is to realize that no one has a duty to love anyone, not even parents, children, husband, wife.

Genuine love occurs only voluntarily, through a mutual exchange of objective and emotional values. Genuine love between parents and children can and does occur in those relationships in which objective values grow and are exchanged. Occasionally, parents may be partially responsible for some

¹Many physicians are incompetent, especially in the area of sex and aging. But most make themselves appear as all-knowing and infallible to their patients. Following the advice of an incompetent physician can not only damage a patient’s physical well-being, but can cost the patient’s happiness and life. Health, well-being, and happiness are not the responsibilities of physicians, but are the prime self-responsibilities of each individual.

problems experienced by certain adolescents and young adults. Too often, however, parents are blamed for their grown children's faults, defaults, sexual shortcomings, and other problems for which those grown children themselves are responsible. Blaming parents only hides or avoids the self-responsibilities and efforts needed to correct one's own personal problems.

Major problems between parents and children often develop from the parents' failure to respect their own children: their failure to treat children as human beings with individual rights. Parents, for example, commonly initiate force and physically assault their children under the euphemisms of spankings, protection, discipline. [Re: Concept 114, Neo-Tech Reference Encyclopedia.] If children are not granted respect, they may never develop respect for themselves, for their parents, or for values. Such children often develop into tomorrow's mystics and neocheaters. They then survive by usurping their living as politicians, trouble-making lawyers, destructive bureaucrats, criminals, theologians, media journalists, or educators who hold little or no respect for honesty.

By contrast, the two most valuable gifts parents can give their children are (1) respect as conscious beings with individual rights, and (2) environments that promote honesty, assertive effort, integrity, independence, and the skill to perceive reality accurately.

Advantage #53

ADOLESCENT, PREMARITAL, AND NONMARITAL LOVE

Sexual feelings begin long before puberty. As noted by Havelock Ellis, Freud, and Kinsey, very young children and even babies two and three months old have sexual experiences (both through self-stimulation and through handling, caring, and fondling by parents). Valid sensuous/sexual pleasures can be experienced between child and parent, especially between mother and child during nursing or nude cuddling. While such pleasures are loving, healthy, and beneficial, those pleasurable values for both the child and parent are often inhibited by incest fears and taboos.

Adolescent sex never need be approached with inhibition or forbiddance. But few adolescents have sufficient emotional

development, knowledge, or desire for deep emotional involvements and serious mutual commitments with sexual partners. For adolescents and adults alike, sexual involvement should always be judged from a good-for-me/bad-for-me standard. Serious sexual experiences that deliver growth and happiness through exchanges of objective values are usually good for everyone involved, regardless of age. But sexual relations that are casual, not grounded in objective values, or neurotically based are bad for everyone, regardless of age. For casual sexual relationships undermine self-esteem and psychuous pleasures.

Adolescents having sexual relationships before they are able or desire to involve themselves in serious, value-exchanging relationships will undermine their future capacity for romantic love. The loss of self-esteem resulting from casually giving away one's personal self militates against psychuous pleasures, romantic love, and long-range happiness. For, casual or manipulative sex undercuts self-esteem. But, by understanding the concepts of psychuous sex, one can identify and correct past sexual errors while creating conditions for psychuous pleasures.

Marriage itself is no criterion to commence sexual relations. In fact, avoiding sex until marriage would usually be irrational and potentially harmful to future happiness. In any romantic-love relationship, satisfactory sex is required for full emotional intimacy and growth. In addition to achieving emotional growth, value-oriented premarital sex helps eliminate harmful anxieties for sex performance often experienced in virginal marriages. That release from sexual anxieties lets each partner concentrate on those nonsexual aspects required for long-lasting, value-producing, romantic relationships.

Nonmarital sexual relations can provide a full range of sexual values and psychuous pleasures. [Re: Concept 68, Neo-Tech Reference Encyclopedia.] Serious nonmarital sexual affairs offer important life-lifting values while avoiding the sacrifice of happiness that dominates closed marriages based on duty and sacrifice rather than honesty and values. Moreover, nonmarital sexual relationships generally allow more time and freedom for self-development and career advancement, which in turn, provides increasing values, happiness, and strength to the relationship.

Most valid, growing romantic-love relationships can and do lead to marriage¹, usually a flourishing, lasting marriage.

Advantage #54

**SEDUCTION TECHNIQUES:
CASUAL, SERIOUS, MUTUAL**

The first known sex manual was written about 2 B.C. by a Roman named Ovid. His manual stressed seduction techniques for *casual sex*. In addition, the manual aggressively promoted the Don Juan and “Playboy” fun views of sex while teaching various role-playing games and manipulative techniques for the seduction of women.

The Don Juan and “Playboy” approaches to sex use hypnosis,² manipulations of sex partners, and pragmatic dishonesty of professing “sincerity”, “seriousness”, and “love” when strategically advantageous for conquest. But most modern-day Don Juans can only feign lust while actually being terrified of their own sexual inadequacies. In fact, most macho Don Juans have never experienced psychological orgasms and remain psychosexual virgins all their lives — they never develop a capacity for delivering or receiving psychuous pleasures. More simply, macho men are males who have never sexually matured or grown up. [Re: concept 45, Neo-Tech Reference Encyclopedia]

¹Marriage in that context does not necessarily mean “legal” marriage, but means any serious long-term, romantic-love relationship mutually agreed on by each partner. “Legal” marriage has no bearing on the success or failure of a relationship. The mutual decision for sharing life in a serious, sexual-love relationship is the fundamental entity for building a romantic-love relationship that delivers psychuous pleasures and long-range happiness.

²Rapid hypnosis and self-hypnosis techniques can be easily mastered (e.g., see Bibliography Summary Table B-2 in Neo-Tech Reference Encyclopedia for D. Elman’s book, “Exploration in Hypnosis”, Nash Publishing. Note: Amateur hypnosis can do psychological damage and is not recommended in any form). Indirect, subtle forms of hypnosis are the most important tools in a Don Juan’s seduction repertoire. Ironically, a subconscious form of negative-feedback self-hypnosis is the primary mechanism that leads to impotence and frigidity not only for Don Juans, but for almost everyone who dishonestly manipulates sex partners.

Behind every sexual relationship is either a healthy or an unhealthy motive, although often hidden or subconscious. A person should become aware of one's own as well as his or her partner's motive for a sexual relationship. Hiding unhealthy or neurotic motives for a sexual relationship is eventually harmful to both partners.

Negative, after-reaction emotions are natural warning signals from the human nervous system. If a person does something that is "not good for me" physically or psychologically, the nervous system will let that person know with hangover reactions of pain, anxiety, or discomfort. After-the-fact feelings transmitted from the nervous system always signal if past actions were objectively "good for me" or "bad for me".

No matter how irrational or immoral if enacted in reality, fantasies are never immoral, wrong, or harmful when experienced or expressed without external action. For, fantasies are never harmful as long as they remain in the non-action, fantasy stage.

Seductiveness (in the traditional, casual-sex sense) and sensuousness are two different qualities. Traditional seductiveness involves sly trickery to accomplish an end (e.g., sexual seduction) — often for neurotic macho-like purposes (e.g., to bolster a weak self-esteem).

Sensuousness, on the other hand, involves openness and self-expression free of guilt.¹ Sensuousness is a healthy trait, while seductiveness is generally an unhealthy trait. Sensuousness for enhancing personal appeal arises from rational efforts that enhances self-esteem and long-range happiness. Seductiveness

¹Self-expression is reflected in a person's body movements. The combined effects of guiltless relaxation and awareness of bodily pleasures allow the muscular motions to function in a free-movement, animal-like fashion...in the graceful, pleasurable way the human body is meant to move (such as in the gracefully sensuous movements of cats through their free, guiltless nature). A human being is a beautifully graceful animal when the total muscle system is functioning in a guiltlessly relaxed, free-flowing state. That state is reached by using Neo-Tech to expunge the unnecessary guilt, tensions, and problems laid on everyone for 2000 years by the professional mystics and neocheaters.

for manipulating sex partners arises from irrational laziness that undercuts self-esteem and long-range happiness.

But, seduction techniques for *serious sex* can be honest and beneficial. Those techniques are more accurately described as “sensuous projections” and differ from casual seduction techniques that depend on deceit. Sensuous projections are done through both verbal and body communication. The presentation of a person’s body and words can be sexually attractive if projected with calculated thought. Those techniques are nonmanipulative and can be mastered through understanding the nature of psychuous sex. Men and women using the Neo-Tech/ Psychuous concepts can quickly achieve effective sensuous-projection techniques. The techniques involve integrating clothes, cosmetics, hair with one’s body, face, voice, expressions — all combined to project sexual attractiveness. Once acquired, those advantage-gaining techniques are available for life.

A basic right, indeed a self-duty, of every human being is to be sexually attractive. Natural attractiveness is a given that has no moral virtue. But self-made, sexual attractiveness is an admirable, moral virtue that requires continuous thought and effort. Keeping one’s self sexually attractive throughout life is a highly rational act of self-responsibility that delivers increased power, prosperity, and romantic love. ...Contrary to the cancer seeds planted by mystics and neocheaters, self-made sexiness does not reflect any lack of values or promiscuity. But, to the contrary, self-made sexiness reflects a respect for values and self.

The primary attraction between two people moving toward rational, romantic-love relationships is their character traits, not their personality traits. Likewise, character development is the chief element in successful romantic-love relationships. And a romantic relationship based on psychuous sex usually develops into a *mutual* seduction process. During that process both partners project mounting sensuous, sexual attractiveness between them. Non-manipulative seductions are innocent projections of sexual attractiveness combined with trust, honesty, and care. That kind of seduction helps both partners plumb rich, personal depths with each other — physically and emotionally.

Advantage #55

**PHYSICAL BEAUTY, ABUSE OF PARTNER,
POTENCY LOSS, SEXUAL ROLES**

Because of their greater ease in initially attracting sexual partners, individuals with great natural, physical beauty must be cautious of the tempting traps inherent in easily obtainable sexual love:

A few people, because of their stunning natural beauty, are not directly subjected to nature's vigorous sexual competition. To achieve love, sexual pleasures, and happiness, most people recognize early in life that they must become competitively attractive through high-effort development of character and competence. In adulthood, those who grew up accepting the challenge to self-develop can easily outcompete those naturally beautiful people who earlier in life never experienced those pressures to develop. As a result, many people with great natural beauty sadly grow old remaining undeveloped, immature, incompetent, unable to love or be loved.

Achieving psychuous pleasures and romantic love requires the same discipline, thought, and effort for every individual, regardless of innate physical appearances. Likewise, a person must be cautious of involvement with people of exceptional, natural beauty whose personal lives reflect low-effort, low-productivity. Such individuals often let their natural beauty substitute for the long-term effort required to develop characters of competence, self-esteem, and sensuosity required for romantic-love.¹ Thus, underdeveloped, beautiful people are often airheads — often boring, value-draining people who are poor lovers with low self-esteem.

Naturally beautiful people can easily develop “lady-killer” or “man-killer” syndromes in their relationships. Being a seductive “killer” can temporarily boost a weak ego by feeling a power to destroy values and hurt others. But that syndrome leads the

¹Often displaying similar development problems are homosexuals. For, they can easily acquire promiscuous, low-effort sexual affairs without subjecting themselves to the pressures of heterosexual competition. Indeed, heterosexual competitive environments exert healthy pressures needed for developing strong, mature, responsible adults.

perpetrator into life-wasting, destructive relationships. Indeed, a person who mistreats or manipulates his or her love partner usually suffers much more in the long run than the abused partner. For that abused partner will have new chances for love and happiness. But the chronic manipulator loses his or her capacity for love and is left with a future of increasing unhappiness, sexual incompetence, romantic failures, and ultimate loneliness.

Conscious Loss of Potency

Anxieties caused by pressures from “expected” sexual performances cause impotence and frigidity. Impotence also occurs through put-down statements or actions from a partner. Such statements or actions occur either willfully and maliciously or through error and ignorance. But the effects of such damage are often limited to that particular relationship. Thus, once the problem is identified, the victim can promptly abandon that destructive relationship. Decisively rejecting a “castrating” or “frigidizing” partner usually restores full sexual capacity.

Subconscious Loss of Potency

A less obvious, more dangerous pressure subconsciously corrupts the mind. That pressure comes from listening to false or undercutting statements about the sexual performance of one’s own self or others. Such statements, no matter how false, involuntarily lodge in the subconscious mind. That happens even when the conscious mind rejects such statements as false [Re: Concept 77, Neo-Tech Reference Encyclopedia]. By that mechanism, a subconscious undermining of a person’s sexual potency or character can occur in one of two ways: (1) by innuendo and other indirect forms of communication, or (2) by sexual or character put-down humor. Even if the conscious mind rejects such put downs, the choice to grant credibility by voluntarily listening lets the subconscious mind accept such specious, harmful information as valid.

The nonanalytical, subconscious mind does not evaluate assertions. The subconscious mind does not distinguish honest from dishonest information or serious from humorous situations. Thus, on entering the subconscious, the false information gradually works its undermining damage on the mind and nervous

system. For that reason, a person should never propagate or even listen to unjust put downs, attacks, jokes, or gossip concerning the character or sexuality about oneself or anyone else. ...Such is the ear and mouth responsibility of everyone.

A person, however, should always be open and receptive to constructive, factually valid criticism about oneself or others.

Impotence and frigidity also develop when a man tries to oppress a woman, or vice versa. A person's willingness to accept such oppression blocks the possibility for psychuous pleasures. Such mutual acquiescence to oppression leads to impotence and frigidity in both partners.¹ By contrast, a man's psychosexual dominance and a woman's act of *sexual* surrender harmonize with the physical and psychological nature of human beings [Re: Concept 47, Neo-Tech Reference Encyclopedia]. That psychological dominant/surrender interaction permits both partners to achieve the guiltless freedom and emotional closeness necessary for psychuous pleasures.

On the physical level or even on the fantasy level, the dominant/surrender sexual roles can and should be reversed between the man and woman whenever desired. But on a psychological level, those sexual roles cannot be reversed.

Advantage #56

PSYCHUOUS PLEASURES

[see pages iv-v for definition of Psychuous Pleasures]

Psychuous pleasures and all other beneficial pleasures naturally and forever *integrate* with a person's physical or psychological life — or both. By contrast, mystical pleasures and all other destructive pleasures unnaturally and always *disintegrate* a person's physical or psychological life — or both.

Essentially all growth in government power diminishes psychuous pleasures in everyone by continually undermining and violating individual rights. For, only through exercising individual rights can people achieve psychuous pleasures. And they exercise those rights through their own efforts, free from

¹Chronic mistreatment of a partner almost always involves the tacit willingness of the abused partner. The willingness to mistreat or be mistreated is so profoundly unnatural that psychuous pleasures are impossible in any relationship allowing such mistreatment.

mystics, external “authorities”, and neocheaters. Indeed, individual or property rights¹ are necessary for a person to live as human beings are designed to live — to live according to one’s biological nature. Still, those rights have been systematically violated to varying degrees by all governments and religions throughout history.

Today, for the first time in history, Neo-Tech/Psychuous concepts are available to the public. Neo-Tech forever breaks the stranglehold of guilt and sacrifice foisted on the value producers by political and religious value destroyers. Today, Neo-Tech breaks that stranglehold to free all productive individuals. Neo-Tech allows those value producers to discover prosperity, psychuous pleasures, and abiding happiness that belong to them. Neo-Tech releases them from the neocheaters who have always lived off the efforts and earnings of others. If value producers use Neo-Tech to reject the guilt foisted on them by the professional mystic and neocheater, they will free themselves not only for psychuous pleasures but for financial prosperity, abiding happiness, and biological immortality [Re: Concepts 145, 146, Neo-Tech Reference Encyclopedia].

Advantage #57

NATURAL PHENOMENA

Most people call natural phenomena such as various survival and mating behaviors “instinct”. But “instinct” is a mystical term that does not exist in humans or in animals. The term “instinct” implies inborn or innate knowledge, which is a false notion. The use of “instinct” to explain behavior is to explain nothing. Moreover, the “instinct” explanation closes further investigation into that which is not yet understood or known. “Instinct” is a mystical, anti-intellectual, anti-scientific term. For, accepting that

¹Individual rights and property rights are the same and inseparable. Private property is a natural extension of every human being. And that extension is essential for a person to effectively produce values for others in order to achieve prosperity and happiness. Without property rights, individual rights have no meaning. With property rights fully protected, individual rights are fully protected. ...“Human rights”, by contrast, is a fake term conjured up by neocheaters to violate individual rights. “Human rights” is a meaningless concept. Only individual rights can exist or be violated.

catchall term as an explanation precludes further intellectual and scientific efforts to discover the reasons for various behaviors. Accepting “instinct” as an explanation for any human behavior constitutes accepting the mystical concept that knowledge can be inborn or innately acquired without the self-efforts required for acquiring all knowledge. Likewise, all living species function through definable, understandable biological actions and reactions, not through undefinable, mystical “instincts”. To explain anything as “instinct” is a default to the mystic’s desire for automatic, inborn, effortless knowledge.

Advantage #58

PERSONAL APPEARANCE AND NATURAL BODY FUNCTIONS

Achieving and maintaining good physical fitness and appearance are necessary for developing psychuous pleasures and long-range happiness. On the other hand, physical appearances *not* within one’s control are unimportant for achieving psychuous pleasures and happiness. The difference, for example, is between being sloppy and ugly. The natural, physically ugly person can choose to develop beauty through character development and sensuous efforts. He or she can then experience the full range of psychuous pleasures and happiness. But careless or sloppy people can never fully experience psychuous pleasures and happiness as long as they choose to remain careless and lazy about self and life. For by not caring about self and life, they obliterate their self-esteem and desirability, while cutting themselves off from love and happiness. ...How can anyone ultimately care about those who do not care about themselves?

Consider people who let themselves grow fat.¹ Such people have chosen to travel on a death curve [Re: Table 32, Neo-Tech Reference Encyclopedia]. Traveling that route, a person’s unhappiness and probability of death increases with increasing fatness. In turn, that route devastates a person’s self-esteem and happiness.

¹Many fat people have self-inflicted metabolic problems that make permanent weight reduction difficult (even with near-starvation, carbohydrate diets). To effectively lose weight, such people must permanently restrict carbohydrates from their diets via high protein diets (as outlined in Dr. Atkins’ book, *Dr. Atkins’ Diet Revolution*, McKay). But those high-protein diets are safe only for aerobically fit people as identified in the two footnotes on page 86. [Re: Concept 91, Neo-Tech Reference Encyclopedia]

Certain natural body functions are inconvenient, painful, unpleasant. For example, menstruation and child birth labor are not convenient or pleasant body functions, even though they are completely natural. Such inconvenient or painful body functions should be diminished by any practical, safe means. For example, safe and painless child birth methods are now available. And new menses techniques can conveniently eliminate most of the unpleasant effects of monthly menstruation. [Re: *Our Bodies, Ourselves*, the Boston Women's Health Book Collective, Simon & Schuster]

Advantage #59

PHYSICAL FITNESS, DIET, ADDICTIONS

People who let themselves physically deteriorate or grow obese lose the capacity for psychuous pleasures from both physical and psychological capacities.

Nearly anyone at any age in any physical condition can achieve optimum physical fitness by gradually increasing physical stress with an aerobic-type program totaling less than two hours per week of running, swimming, bicycling, or brisk walking as described in Dr. Kenneth H. Cooper's book, *Aerobics*.¹ Permanent, optimum body weight can be achieved through low-carbohydrate diet as described in Dr. Robert C. Atkins' book, *Dr. Atkins' Diet Revolution*.² Both books taken together are major contributions to human health and well-being that deliver attractiveness, vigor, and happiness.

¹The best reference for physical fitness through an aerobics program is Dr. Kenneth H. Cooper's original book, *Aerobics*, Bantam Books. Dr. Cooper is the originator and developer of the aerobic, physical-fitness system [Re: Book Analysis 2, Neo-Tech Reference Encyclopedia].

²The best reference for weight control through a low carbohydrate diet is Dr. Robert C. Atkins' book, *Dr. Atkins' Diet Revolution*, David McKay Company. [Re: Book Analysis 27, Neo-Tech Reference Encyclopedia]. Despite the distorted attacks on Dr. Atkins' diet by many "nutritionists" and some in the medical profession and the A.M.A., Dr. Atkins has developed the most scientifically sound dietary information offered to date. Dr. Atkins' contribution to human well being can significantly extend and improve the lives of those who choose to be both physically and aerobically fit. His dietary approach is tailored to the natural carnivorous physiology of human beings. In addition to reaching and maintaining optimum body weight, the low

(footnote continued on next page)

A physically fit body is needed to enjoy the full range of psychuous pleasures. The easiest, most efficient way to get and stay in optimum physical condition is to accumulate 30 aerobic points per week according to Dr. Cooper's conditioning system and to eat less than 40 grams of carbohydrate per day according to Dr. Atkins' diet system. **(Both books should be read and understood before embarking on the combined aerobic-fitness/ low-carbohydrate diet.)** A trim, fit body adds a major increment of pleasure to nearly every facet of living, especially to work, romance, and sex.

Addictions to sugar, drugs, alcohol, caffeine, nicotine not only undercut physical fitness, personal appearance, personality, and health, but will steadily diminish a person's self-control, self-esteem, and happiness. Such addictions are rampantly common, yet widely unadmitted. Addictions and compulsions also undermine honesty because they constantly require dishonest rationalizations. That dishonesty, in turn, reduces self-esteem, competence, productivity, and psychuous pleasures. ...The Neo-Tech/Psychuous concepts provide a powerful philosophical/ psychological base for eliminating all mysticisms that promote addictions and compulsions.

Contrary to popular opinion, no natural conflict exists between the mind and body (or between the intellect and emotions). By nature, the mind and body are designed to work in beneficial harmony with each other — and they do when each is used according to its biological nature.¹ When the mind and body

(footnote continued from previous page)

carbohydrate diet can reduce or eliminate the most common forms of chronic fatigue (hypoglycemia or low blood sugar). Dr. Atkins' diet, therefore, can increase a person's capacity for psychuous pleasures and life itself. **But because of the high-cholesterol content, Dr. Atkins' diet is recommended only for those becoming and remaining aerobically fit. ...Any high-protein, low-carbohydrate diet cannot be safely separated from aerobic fitness.**

¹Objective human standards must be based on the biological natures of men and women functioning as the human organism is designed to function. By integrating logic with the nature of existence, then the biological function of the mind becomes obvious: to identify and integrate reality so human beings can become self-sufficient and independent (materially, intellectually, psychologically, emotionally). Fulfilling integrated biological needs is necessary to experience the self-worth and competence needed to achieve increasing prosperity, psychuous pleasures, and abiding happiness.

are not used according to their biological natures, then conflict, pain, and damage result.

An individual has much more voluntary control over his or her physical and mental health than most people realize. Over the long range, a person has almost total control over his or her emotional and physical well-being. By choosing to consistently use the mind rationally in becoming an honest, productive, independent human being,¹ a person *can* control his or her own psychological and physical well-being. Every individual always has the choice to rationally solve problems or to default on that responsibility. Those who chronically default on that self-responsibility have no way to earn prosperity, self-esteem, psychuous pleasures, romantic love, or abiding happiness.

Some knowledge has been developed toward understanding the psychosomatic links between the mind, body, and various ailments. The mind-body links are probably much more significant than currently realized. With advancing medical knowledge about controlling body functions and combining the nervous system with Neo-Tech, people may someday vanquish even cancer and heart disease through the long-range, controlled use of their minds and bodies.² But, little valid information has been published concerning the mind and a person's potential to control one's well-being. Specific Neothink books on this subject yet to be published include the definitive diet book titled, "The CAS Happiness Diet". That diet eliminates the three most widely used drugs that undermine human life, health, and happiness — Caffeine, Alcohol, Sugar.

¹Human beings genuinely prosper only through the rational use of their minds. By dealing logically with reality through integrated thinking, they achieve self-sufficiency and independence by producing values for others.

²The consistent rational use of the mind through mystic-free integrated thinking to control the long-range development of one's life is the opposite of the mystics' specious shortcut notions of "mind over matter" or their unintegrated wishful thinking of (1) the mind willing "reality" or (2) others showing them the "truth".

Advantage #60

**MYSTICISM, ALCOHOL, MARIJUANA,
SUGAR, AND TOBACCO:**

EFFECTS ON ROMANTIC LOVE AND PSYCHUOUS SEX

Mysticism, alcohol, marijuana, and other reality-distorting agents have both short-range and long-range harmful effects on health and happiness. Even in moderate amounts, mysticism, alcohol, and drugs distort reality. And all distortions of reality are harmful because the human organism depends on accurate perception of reality to be competent, competitive, and to make the non-mystical judgments necessary for prosperous, happy survival. The illusionary values of mysticism, alcohol, and drugs arise from their reality-distorting effects. Indeed drugs, alcohol, and mysticism can feel like old, comfortable, warm friends. But, in the long term, they deliver only harm, incompetence, and unhappiness. And their distortions can initially be so well rationalized that the mystic, the alcohol user, or the drug user can easily choose to remain unaware of the mounting damage until permanent loss of happiness and energy become inescapable.

Damage from mysticism, alcohol, and drugs can range from a quick overdose death or suicide, to an unhappy truncated life, to the more subtle psychological and physiological damages that occur even with moderate use of mysticism, alcohol, and drugs. For example, minor indulgences in mysticism can lead to disastrous losses of values. Or even a few alcoholic drinks cause irreversible damage to certain brain cells by a dehydration that causes a sludging together of red blood cells. Such sludging clogs the blood capillaries; thus, the amount of oxygen reaching those brain cells via the minutest capillaries diminishes. Some of those oxygen-starved brain cells die each time that dehydration or sludging occurs. Damaged or destroyed brain cells do not regenerate. Any single occurrence of alcohol brain-cell damage is not measurable. But the effect is cumulative, gradually yielding measurable, permanently damaging effects.

Likewise, marijuana disorients the electrical brain patterns to diminish one's quality of thinking and order of priorities. For example, marijuana tends to convert demanding action and ambition into passive dreams and laziness. More serious, that movement from effort and ambition to passivity and dreams may

be cumulative. Furthermore, the mystical-dream effects of marijuana destroy competence. Also, investigations by Masters and Johnson show that male marijuana users experience drops in testosterone of 40% and more. Reduced testosterone causes reduced sex drive, an atrophy of male sex organs, a softening of muscle tissue, and a wimpish decrease in aggressiveness. In addition, marijuana can enter the fetuses of pregnant women to possibly influence the sexual development of unborn males; for testosterone is essential to the sexual development of males.

...Drugs such as cocaine and heroin are simply more aggressive forms of suicide.

Despite the damaging effects of alcohol and drugs, no rational or moral reason exists for government to restrict, control, or forbid by force the sale or use of alcohol or drugs in any way whatsoever. No one or no government has the right to initiate or threaten force against any individual who is not violating the individual or property rights of others. Individuals have the basic right to do anything with their lives they choose, including damaging themselves by using alcohol and drugs, just as they have the right to damage themselves with sugar, tobacco, religion, promiscuous sex, mysticism, and suicide...so long as they do not initiate threats, force, or fraud against any other individual.

Any use of force to accomplish a “good” always, by nature, does much more long-range harm to people and society than any intended good. Moreover, those who use or advocate such force seldom have honest or innocent intentions, no matter what their external appearances. And in using force to prohibit drugs, the enforcers are not only morally wrong, but their policies of force drive drug prices far above their free-market values. Those artificially high prices, in turn, allow organized crime to flourish through the extremely high-profit margins guaranteed by the government enforcers.

Indeed, those government-created, sky-high prices cause the addict to push drugs onto others, especially onto vulnerable children and adolescents. The addicts must push drugs in order to obtain the cash needed to pay for the grossly inflated drugs. Thus, government oppression of individual rights through force creates hundreds of thousands of young, new addicts each year **because** of anti-drug laws. In addition, the desperate, dying

addict will rob, mug, commit mayhem, murder — he will do anything to raise the money required to buy the government-inflated drugs.

And finally, as during government enforced prohibition three generations ago, the anti-drug laws are by far the greatest boon and source of wealth to organized crime. The government through its power-usurping oppression creates huge, lucrative markets from which organized crime prospers and grows.

* * *

Drugs cause many psychological and physical problems that diminish prosperity, romantic love, and psychuous pleasures [Re: Table 33, Neo-Tech Reference Encyclopedia]. Other diminishers of prosperity and happiness include mystical, religious, and political activities as well as lying, self-lying, praying, promiscuous sex, and the use of tobacco, sugar, and caffeine.

Breaking sugar, tobacco, and caffeine habits quickly improves a person's quality of life. A person's self-esteem also significantly increases by eliminating habits that are destructive to the conscious mind and physical body. ...The surest way to stop smoking is to make a nonnegotiable decision to stop smoking completely and forever...and then stop completely and forever without using any crutches such as increased eating, snacking, sweets, sucking Lifesavers, or excessive bragging. A person who uses such crutches will almost always return to smoking sooner or later. The decision to stop must be decisive, irrevocable, uncompromisable, and forever.

Likewise, caffeine in coffee, cola, and chocolate is a stimulant drug. Aside from the depressing psychological effects of being controlled by a habit, prolonged and excessive use of caffeine can physically damage parts of the body such as the kidneys and pancreas and can adversely affect carbohydrate metabolism. That, in turn, can add to the damage and unhappiness caused by sugar consumption. Except for mysticism, the most common and destructive drug is the sedative sugar. Indeed, sugar causes more unhappiness, illness, and deaths through body mutilation (obesity), metabolic damage, physical and psychological harm than all other drugs combined.

But, the most pervasive and destructive of all diseases is mysticism. In fact, for 3000 years, mysticism has been far more

destructive on human life than all the other diseases on this planet combined.

Advantage #61

APHRODISIACS — NEGATIVE AND POSITIVE

Casual sex, mysticism, neocheating, dishonesty, deceptive manipulation, compulsive gambling, hard and soft drugs, tobacco, caffeine, excessive alcohol, sugar, and prayer are long-term, negative aphrodisiacs that undermine self-esteem, romantic love, and psychuous pleasures. Also, folk-lore aphrodisiacs such as Spanish fly, yohimbine, ginseng root, and others have no long-term or physiological aphrodisiac value. The only effective aphrodisiacs are a desirable sexual partner, physical fitness, and the psychological/philosophical conditions of Neo-Tech that allow psychuous pleasures to flourish through the production and exchange of values.

Advantage #62

**ROMANTIC LOVE, FREEDOM
AND THE DTC TECHNIQUE**

Some people try to get involved too quickly in deep romantic relationships. The possible penalties of pressing for deep involvement too quickly include losing a potential romantic-love partner or unnecessarily wasting an irreplaceable portion of one's life by locking into a time-wasting destructive relationship.

Many initial approaches to romantic love are possible: Some start hot and flaming, others start cool and conservatively. But the way a romantic relationship starts is usually unimportant because romantic love evolves through the exchange of mutually beneficial values. Therefore, any initial, honest approach is good and normally does not determine the outcome. ...What determines the success of a relationship is the creation and growth of mutually beneficial values.

By applying Neo-Tech/Psychuous Concepts, a person increases his or her *Life-Lifting Capacity*.¹ With that capacity, a person can lift a potential, romantic-love partner to new experiences and growth...to levels at which romantic love can move forward

¹Life-Lifting Capacity does *not* mean changing or remolding another individual to suit one's own desires. Life-Lifting Capacity means providing an environment that helps other people discover and fulfill their *own* unrealized capacities and potential.

through mutual growth. By increasing one's own Life-Lifting Capacity, that person increases his or her skills for developing romantic relationships capable of generating psychuous pleasures and abiding happiness.

Paradoxically, only those partners who are free and independent can make honest, long-range commitments to build abiding romantic relationships. Partners involved in romantic relationships can and should avoid authority-backed commitments to the future. The only commitment between romantic-love partners necessary for success is a commitment to honesty and growth.

If a relationship grows out of honest free-choice, the values accumulate naturally. The relationship then increasingly forms a self-chosen permanence. If growth continues, the relationship can gain unbreakable strength and permanence. If growth stops, the relationship can benevolently end with most of the accumulated values retained by each partner. As a result, each partner will have expanded his and her capacity for future relationships. In addition, the benevolent termination of a value-oriented relationship can (if the partners so choose) remain open to possible changes that would allow resumption of growth and the relationship.

Since no one does or can know everything, everyone will at times make errors in his or her personal life. A person is particularly susceptible to errors in the initial stages of a relationship because of limited knowledge and experience about the new situation. Certain errors, if unrecognized or left uncorrected, can unnecessarily end a potentially good romantic-love relationship. With explicit knowledge of the Neo-Tech/ Psychuous concepts, the possibilities of such errors are sharply reduced. And when errors do occur, they are usually quickly corrected by applying the Neo-Tech/Psychuous concepts.

The need for compromise in a love relationship is a value-diminishing, guilt-generating myth promoted by altruists, egalitarians, theologians, and other neocheaters. With the Neo-Tech/Psychuous concepts as a guide, conflicts between partners can be resolved without either partner's best interests being compromised, diminished, or sacrificed.

Romantic love never occurs automatically or by chance. Life

values are earned through hard, honest efforts. That means constant, conscious efforts orchestrated in full accord with reality. As with all important values, romantic love and psychuous pleasures demand thought, effort, and time to develop. The positive values generated are proportional to the rational thought and honest effort invested. ...Romantic love, as any important personal value, is attained through the DTC technique: Discipline, Thought, and then Control. [Re: Concept 94, Neo-Tech Reference Encyclopedia]

Advantage #63

ROMANTIC-LOVE STANDARDS

Actions based on standards of other people or “authorities” stifle self-discovery and block the personal and intellectual growth necessary for romantic love and psychuous pleasures. Within romantic love, no action or behavior needs the approval or sanction of anyone beyond the partners themselves. Couples can and should experience any and all nondestructive sexual and nonsexual experiences they mutually desire.

As one develops intellectual and emotional character, that person’s standards for romantic love rise. But rising standards cause a decline in the percentage of potential partners that could satisfy a romantic relationship. Partly offsetting that percentage decline, however, is personal growth, which increases the opportunities to contact higher-quality, potential partners.

Romantic love cannot survive a continually widening disparity of personal growth and character development between partners. For that widening disparity will eventually undermine any romantic-love relationship. A widening disparity between partners eventually generates reactions of inadequacy, jealousy, possessiveness, even envy in the less developed partner — and resentment, dissatisfaction, or disinterest in the more developed partner. Romantic-love relationships, however, can grow and flourish even if wide differences exist in creative or other abilities between partners. The key is growth: Disparity itself is not important if it does not widen — if both partners are creating and sharing growth. [Re: Concept 95, Neo-Tech Reference Encyclopedia] Also, romantic-love relationships can flourish even with great differences in personalities. ...Growing values and

attraction in romantic love arise from character growth and development, not from personality traits. These as all values evolve from DTC — Discipline, Thought, and then Control.

Advantage #64

THREE SEGMENTS OF ROMANTIC LOVE

A romantic-love relationship has three segments:

1. Fundamental Basis
2. Man-Woman Relationship
3. Future Potential

Those three segments are identified below:

SEGMENT # 1

Fundamental Basis

The Fundamental Basis is the starting point of all relationships. That starting point is the similarity of both partners' views of life and their underlying philosophical premises. Without that base of philosophical harmony, no solid ground for mutual development of a value-oriented, romantic-love relationship would exist.

Forming and building a fundamental base is not a process of creating, but one of discovering mutual values, ideas, and thoughts already held. This segment of romantic love is usually the fastest, easiest aspect of the relationship to identify and establish. But discovering the infinite depth and full nature of one's partner is an exciting, life-long, unfolding process. Most of the fundamental, philosophical links between two people can usually be recognized early in the relationship. Unfortunately, one's fundamental basis is relatively easy to fake. Faking one's fundamental self to attract a love partner, however, is a disastrous error that will eventually be paid for in lost love, lost time, reduced self-esteem, diminished happiness, and a dimmed future, especially for the one doing the faking.

SEGMENT #2

Man-Woman Relationship

In order to establish a growing, long-range relationship, each partner must understand the ideas that the other holds about man-woman relationships. In order for both partners to work

effectively toward creating a relationship, they must first identify the basis and nature of their own relationship. The Neo-Tech/ Psychuous concepts identify the basis for man-woman relationships designed to yield growth, psychuous pleasures, and happiness.

SEGMENT #3

Future Potential

A romantic-love relationship moves forward with motivation and anticipation through a vision of future values, benefits, and happiness. The potential of a love relationship is a function of:

- a. The nature of the relationship.
- b. Each partner's rate and direction of evolvment or development.
- c. The amount of rational thought and effort each partner keeps putting into the relationship.

Advantage #65

TWO TYPES OF ROMANTIC-LOVE RELATIONSHIPS

Two types of romantic-love relationships exist:

Type A

Working Jointly Toward Major Experiences and Goals

One partner works through the other more creative or active partner in climbing to increasing levels of accomplishment. Both partners share the rewards according to the values that each contribute. The more productive, creative, efficient, one partner becomes, the greater are the benefits and growth opportunities for the other partner. In turn, that partner then grows to become increasingly valuable to the other partner. Each partner benefits greatly from such a combined working/growing relationship. And such a relationship is mutually advantageous even when major differences in productivity, creativity, or energy exist between partners. (A difference in productivity does not imply a difference in personal character.) In such a joint-working relationship, even wide differences in productivity and creativity do not threaten the relationship, so long as growing values are being exchanged between the partners.

A joint-working relationship has the outstanding advantage not only of the partners sharing much larger portions of their lives, but of the partners living their lives more intensely together.

...They are living integrally together before, during, and after work, everyday. They move on their goals, careers, essences, integrated thinking, and happiness together. They can each be more effective, efficient, and happier working together than working separately. They can become major, irreplaceable, growing values to each other.

Type B

Working Separately Toward Major Experiences and Goals

Each partner can pursue independent routes toward separate careers or goals. And each can benefit from such a relationship by the cross-sharing of experiences, emotions, and rewards of their separate experiences and accomplishments. The separate-working relationship need be neither threatening nor competitive for either partner, but rather can be a continuous source of pleasures and enrichment not available to either partner alone.

Both A and B type relationships offer unlimited opportunities for personal growth and happiness. In such value-producing relationships, each partner knows either implicitly or explicitly that intimacy, pleasures, and happiness in a relationship arise from sharing personal growth, not from possessing or owning one another.

Advantage #66

INDIVIDUAL UNIQUENESS AND PERSONAL WORTH

People are *not* equal in value or worth. Only in the rights to their own lives and property are people equal. Those and only those rights are inalienable for all human beings. By nature, no one has an automatic or natural right to anything else in life. Moreover, beyond the equality of individual or property rights, nothing is, can, or should be equal between human beings. Profound differences exist among people in their self-made qualities such as character development, earned skills, self-worth, extrinsic worth, aspects of intelligence, self-esteem, life-lifting capacity, psychuous-pleasures capacity.

The “average individual” does not exist. Each individual is unique. Average characteristics are a statistical tool that cannot be

applied to *any* individual. So many variables are involved in an individual's character, physical structure, and psychological make-up that no individual can possibly be an average person. Moreover, no average psychology or lifestyle exists. In fact, all *rational* psychologies have a "random-walk" capacity for delivering happiness. That means that every rational, productive individual has the same capacity for earning abiding happiness regardless of intelligence, psychology, or job status. Abiding happiness is possible to the extent that a person rejects mysticism in utilizing the mind to think rationally and in exerting the effort to live fully.

Each adult stands uniquely separate and alone on his or her honesty, character, and earned worth. In dealing with anyone in a relationship (especially a romantic relationship), a person's honesty, character, and self-earned values count above all else. And earned values always determine one's self-esteem and happiness despite the constant efforts by politicians, media journalists, cartoonists, social "intellectuals" and other neocheaters to use nonearned characteristics such as face, skin, sex, age, race, nationality, or family background to praise, pay off, judge, or condemn people. Constant exposure to the anti-individualistic myths pushed by professional mystics and neocheaters diminish one's ability to honestly judge character and earned worth. Recognition of an individual's earned worth is the cornerstone of justice and essential for romantic love and psychuous pleasures.

People who choose mystical lives and destructive "careers" (such as politicians, theologians, and criminals) experience continuously decreasing self-esteems along with diminishing capacities for happiness and pleasures. Every person does, however, have the capacity to change personally by rejecting all forms of mysticism to become an honest, strong, productive individual able to achieve growing prosperity, abiding happiness, and psychuous pleasures.

Advantage # 67

CAPACITY TO CHANGE

People are capable of change...of changing their lives, character, attitudes, views, and actions. To be real, however, such changes must occur through one's own choices motivated by one's own desires and self-interest. Basic changes can never be

successfully imposed on anyone, not even by a person's love partner. Changes accomplished by force, threat, coercion, or pressure are not genuine changes, but are pretenses or changes in external appearance designed to deceive, relieve pressures, or to avoid threatened consequences. Such feigned changes are never positive and always lead to harmful consequences.

Positive changes always require honest, self-directed efforts. Through ongoing character development, a person can become triggered to integrate new information quickly. That integration can cause significant, rapid changes in attitudes. If a person is unable or unwilling to act on valid new information, then efforts directed toward changing that person will fail. That does not mean untriggered persons cannot eventually change. But, if they do, the change will be by their own choice and pace.

Avoiding Disguised Mystics

Integrated awareness is needed to identify and avoid partners whose lives are dominated by mysticism, especially disguised mysticism. Two types of mystics exist: (1) Mystics who project their problems and disorders onto others. Such mystics are often characterized by their paranoid use of non sequiturs to blame others for their own problems. (2) Closet mystics who inwardly hurt themselves by undermining values that enter their lives. Ironically, such mystics are often characterized by cluttered closets that reflect the hidden disorder they create in their personal lives. A disorderly closet may indicate a mystically dominated personal life that drains the lives of others.

Both types of mystics create problems where none exist. Both are incompatible with romantic love. And either will eventually destroy any value-based relationship. Yet, Neo-Tech can cure any type of mysticism (the stupidity disease) to yield competent lives filled with growing prosperity, happiness, and romantic-love.

Advantage #68

1. FINDING ROMANTIC PARTNERS

2. BYPASSING SHYNESS

Finding the right partner with whom to experience psychuous pleasures and romantic love is one of life's most important responsibilities. Opportunities to discover a potential, life-long romantic partner exist everywhere. But unplanned approaches

diminish one's chances of securing the best possible romantic-love partner. [Re: Table 35, Neo-Tech Reference Encyclopedia]

Every lonely person should remember that meeting a suitable partner to build abiding love and happiness needs only one connection, one meeting, one social function, one planned effort...and any time could be that one time. Until a person finds that right romantic partner, he or she should never stop searching for that person with whom to share and build values, love, and happiness. To give up searching would be to give up on life itself. And finding that one person makes all efforts worthwhile. When one bemoans the unhappiness or falseness of guests at a social gathering, that person is often projecting his or her own feelings of unhappiness or falseness onto people who may not be that way at all. But, by looking past one's own mystical complaints, a person can usually generate self-benefiting values from most social circumstances, even if the people encountered hold values and life styles different from one's own.

Still, a person must be selective to protect one's time. One must not let valuable, irreplaceable segments of life be consumed by those who waste time, retard personal growth, or work against one's best interests. But when unavoidably cast into a situation with undesirable people, a person alert with Neo-Tech knowledge can usually salvage valuable new insights. Whenever possible, however, a person should promptly exit from situations that waste time.

Bypassing Shyness

Feelings of social incompetence are generally unfounded. Such feelings are often caused by falsely negative views about one's self or mystical views about others. When a person becomes aware of and scraps those false views, the feelings of social incompetence diminish and often vanish.

An effective way to bypass shyness, nervousness, and feelings of social incompetence is by *intense listening* with full-focus awareness on the speaker. Not only does such attention elicit friendly reactions from the speaker to the listener, but intense listening increases the listener's ability to communicate and articulate. Intense listening is also a valuable tool to evaluate potential partners for romantic love.

Possibilities for contacting potential, romantic-love partners increase proportionately with the number of approaches made toward potential partners. Many opportunities for discovering romantic-love partners are lost by people who fear what others may think of them for trying to “pick up” people to whom they are attracted. Even more opportunities are lost through inaction caused by fear of rejection.

In finding the best romantic-love partner, a person must be free and forward in approaching potential partners. That includes all approaches from a self-introduction to a media ad or a bold pickup by either the man or the woman. Through fear of rejection, many people lose valuable opportunities to discover romantic partners within whom the supreme values of psychuous pleasures and romantic love reside. That fear of contacting others dissipates on realizing the nature of rejections: Most rejections stem simply from unavailability. And many other rejections arise from inadequacies within the person doing the rejecting. Such rejections are not personal rebuffs, but actually serve as valuable sorting processes that allow the quick elimination of unpromising prospects with a minimum loss of time.

Relying on Natural Beauty

Those who rely on natural beauty or physical attractiveness to control love situations are generally unsuitable for romantic love. For usually they ignore the efforts and disciplines needed to develop capacities to receive or deliver romantic love and psychuous pleasures [Re: Concept 90, Neo-Tech Reference Encyc-lopedia]. Those who respond to one’s initial, natural approach often make the best prospects for romantic partners. For that reason, a person must freely express his or her unique, natural self from the start in order for the selection process to work effectively in uncovering the best potential romantic-love partners.

Many people erroneously think that seeking potential romantic partners at social functions designed for that purpose (e.g., singles dances, clubs, introduction services, Parents Without Partners) is somehow degrading. But the opposite is the fact. People who value themselves and their happiness will resist mystically acting on such false feelings. Instead, they will place a high priority on those activities that will improve their chances of discovering

the best-possible, life-long, romantic-love partner.

The value of romantic love is far too important for leaving to random chance. Instead, a person must put the discovering of a life-long partner under one's own direct control. One must exert organized, rational efforts to find the love partner with whom the greatest values can be exchanged. That direct-action approach contrasts with the mystical approach of those who count on random chance, a white knight, or someone else to deliver the values of love and happiness to them. ...To gain and keep a value as great as romantic love requires constant discipline, hard integrated thinking, and consistent high-energy effort.

Why Everyone Is Not Handsome

Most animals evolve to near their perfect physical appearance. But conscious beings do not because those without natural beauty can choose to work harder to develop their character and competence to higher levels. Thus, some people with less natural beauty work harder to develop superior characters. They do that to compete better in attracting mates for psychuous pleasures and reproduction. By contrast, many of those endowed with natural beauty lack the same competitive pressures to work harder to develop character and competence.

Thus, because certain people without natural beauty make themselves more competitive, they remain well represented throughout the evolutionary stream. In fact, they tend to rise above the naturally beautiful people in power, intellectual attractiveness, and sexual desirability. Those dynamics are why

(1) naturally beautiful people can be found among the less evolved and (2) unhandsome people can be found among the highest levels of evolvement. Thus, unlike other animals, nature's drive for physical perfection is not a controlling evolutionary force in man. Indeed, man-controlled intelligent actions can outcompete nature-controlled, physical appearances not only for reproduction and survival, but for prosperity, happiness, and romantic love.

Advantage #69

SHYNESS — CAUSES AND CURES

Shyness reduces contact and chances with potential romantic-love partners. But shyness is easily overcome once the problem

The Neo-Tech Discovery

is identified. [Re: Table 36, Neo-Tech Reference Encyclopedia identifies five types of shyness and lists ways to reduce or eliminate each type.] In addition, the constant misunderstanding of a uniquely different individual may cause that person to withdraw and become a loner. That aloneness may create an erroneous image that such a person is shy or a bore when neither is true.

A major step toward eliminating shyness is the acceptance of one's own self. To do that, one must realize that no "model" person exists with whom anyone needs to emulate or identify with in order to be healthy, happy, or successful [Re: Concept 96, Neo-Tech Reference Encyclopedia]. ...A person bypasses shyness by being one's own self in guiltlessly, proudly producing rational, competitive values in any way he or she chooses, regardless of what others may say or think.

A shy person is seldom a bore. A bore is a person who is silly, uninteresting, or uncomfortable to another person. Often being a bore to a particular person is merely the result of that particular person's reactions. Such reactions depend on individual values and standards. Some people can be boring to certain people, but exciting to others. For example, Aristotle, Leonardo da Vinci, Einstein, John D. Rockefeller, Henry Ford, and Thomas Edison while being very exciting to each other and other genuine value producers. But those same people probably would have bored or, more accurately, threatened the profoundly dishonest, pseudo self-esteemers of Stalin, Hitler, FDR, Mao, Ralph Nader, Charles Manson, Pol Pot. Conversely, quasi-dead, destructive people who habitually live through distorted (mystical) "realities" will by nature bore productive individuals who live through objective reality.

Advantage #70

EQUALITY OF MEN AND WOMEN DIVISION OF LABOR CONCEPT

The human mind is neuter. Men and women have equal capacity for intellectual development, character development, integrity, honesty, self-esteem, physical fitness, psychuous pleasures, romantic love, and abiding happiness. But physiological differences as well as psychological differences exist between men and women. Those differences must be recognized

in order to function effectively — to function as a human male or female is intended to function — to function as an honest, rational, conscious being. [Re: Table 37, Neo-Tech Reference Encyclopedia, illustrates the important physical and psychological differences between men and women.] Those differences cannot be considered good or bad, better or worse, or by any other label. They are just differences in their natures. But the differences are real. Thus, they must be recognized and dealt with as reality.

The feminist movement ignores or rejects the psychological differences and often even ignores the physiological differences between man and woman. That evasion of reality is reflected by the feminists' irrational, destructive demands for government-enforced "equality".

The often misunderstood division-of-labor concept is central to all beneficial relationships, ranging from individual man-woman romantic relationships to mutually beneficial employer-employee relationships involving thousands of people. Next to their attacks on individual rights through the use of government force, the most harmful neocheating manipulations by feminist leaders are their attacks on the voluntary division-of-labor concept. Some feminists advocate eliminating the division-of-labor dynamic from man-woman relationships. They demand, for example, that all jobs, chores, and activities be shared equally. Those feminists and other neocheating egalitarians want to use government force to reduce value producers to the level of value destroying mystics and neocheaters.

Most other people desire and happily use the division of labor to their mutual advantages. Indeed, the most fair, efficient way to exchange values for desired values is through division of labor. Even the traditional trade in which the man earns money while the woman makes an efficient home and living atmosphere is a valid, proper trade that can greatly benefit each, if each mutually agrees to and desires such a trade.

For what reason would a feminist or anyone else attack two people who agree to what they want to do with their own personal selves and lives? One reason is that such feminists are neocheaters using the tool of guilt to undermine values in order to usurp power and values earned by others. But, romantic-love partners responding to feminist demands for equality of actions

(rather than for each partner offering the other his or her separately developed values), eventually eliminate happiness from their relationships. For equality of actions pushes love partners toward inefficient, restricted petty relationships in which mutual growth fades and love dies.

Women functioning in any of the following three categories can achieve psychuous pleasures, romantic love, and abiding happiness:

1. Self-sufficient, commercially productive¹ career women can easily experience the full-range of psychuous pleasures and romantic love.
2. Genuinely productive housewives or mothers who contribute significantly to increasing the commercial productivity of their husbands and the value potentials of their children can also experience growing psychuous pleasures and romantic love. But they, as with men, must always keep developing their intellectual and productive capacities. Women most naturally succeed in this category.
3. Women actively seeking growth by becoming knowledgeable or proficient in artistic, cultural, or recreational areas (such as art, music, literature, dance, sports) can experience growing romantic relationships. But such relationships will not continue to grow unless the woman passes the amateur stage to eventually become commercially productive and self-sufficient in that or another area. Only a tiny percentage of women succeed in this category.

In most societies, more men than women are commercially productive. More men than women, therefore, have the potential for experiencing psychuous pleasures and growing romantic-love relationships. That disparity works against the happiness of *both* men and women. Thus, both men and women benefit as more and more females enter the romantic-love marketplace by becoming competitive net value producers inside the home, outside the home, or both.

¹Commercially productive means being economically self-sufficient by producing more tradeable values in the competitive, free market than one consumes.

The worst aspect of the feminist movement and other so-called “rights” movements is their advocating legislated government force or coercion to violate individual and property rights of others. All professional mystics and neocheating leaders require force or deception to survive by parasitically filling their needs. And those needs are usually disguised as “noble” ends. But no matter how noble sounding the end, it can *never* justify the means of force against any individual. Institutionalized initiation of force against individuals for any reason is categorically wrong, immoral, and diminishes the well-being and happiness of everyone.

Government policies and laws backed by force have always been the major instrument for denying women their individual rights. So what about those legions of feminists advocating that same legislated government force to achieve women “rights” by violating rights of others? They diminish everyone’s rights and well-being. Such use of government force was vigorously promoted even by early feminists such as Dr. Elizabeth Blackwell (1821-1910) who was responsible for tough, anti-prostitution laws that only increased government use of force to oppress both men and women. Moreover, Blackwell’s guilt-laden, anti-sex, anti-masturbation writings were subsequently promoted by the Catholic church. Her writings led to the heavy masturbation guilt that still hangs over most women...a guilt that has deprived countless millions of women of healthy sexual development.

Advantage #71

**“CAREER” HOUSEWIFE AND HAVING CHILDREN
VERSUS
ACHIEVING “GREATNESS”**

Most “career” housewives experience diminishing sexual pleasures and happiness. Why do such declines of happiness occur? Because such women limit their personal growth by letting their intellectual and productivity potentials remain under challenged in being full-time housewives. To experience psychuous pleasures and abiding happiness, a person must fulfill his or her potential. That means becoming independent — materially, intellectually, and emotionally. Today, such independence usually evolves from productive jobs or careers.

And today, with the many domestic labor-saving conveniences, a housewife “career” is generally too unchallenging to provide the self-esteem, independence, and growth needed to experience the full range of happiness available from life. But, exceptions exist in which being a housewife is a challenging life-time management profession delivering full self-esteem, happiness, and romantic love. Historical examples are the wives of the American pioneers and frontiersmen. Examples today include the partner-wives of super-productive entrepreneurs, businessmen, farmers, scientists, and other hard-driving producers.

Another potential area for undermining happiness is having children, especially before achieving financial independence. Children can shrink the potential for career success, romantic happiness, and psychuous pleasures of both partners for two decades or more. Often the birth of children means the end of growth and happiness for the couple. And the parents’ loss of growth and happiness can damage the well-being of their innocent child or children. Often when personal growth is ended by the burden of children, the parents’ view of the future shifts to a downhill direction. Their lives then begin shrinking toward aging and death. But if parents fail their responsibility to properly raise their children into productive independent adults, those children become the victims of their parents’ moral default. As with any uncorrected moral default, those parents responsible will suffer damaging consequences to their self-esteem and happiness.

Neo-Tech oriented couples would not have children until they were in a financial and maturity position to conceive a child as a net-happiness asset, rather than a draining task. Such couples almost always have greater capacities to love both life and their children than those who thoughtlessly or prematurely have children to “secure” the marriage, to meet the expectations of others, or other unhealthy reasons.

Romantic love and psychuous pleasures can still be achieved for couples who have children if they fully meet their responsibilities to both their children and to themselves. With children, the goal of building happiness and romantic love becomes more difficult and challenging. But if successful, a romantic relationship with the uniquely valuable experience of children can be even more rewarding than a romantic-love

relationship without children. With children, increasing romantic happiness can be accomplished *only* after accepting a nonmartyr, full-responsibility role in preparing one's children for productive, independent lives. At the same time, one must always hold the romantic-love relationship, not the children, as the primary value.

In any case, having and raising children is a unique, profound life experience. And children can develop characters that yield major, long-range values to their parents, especially as the years go by. ...Well-evolved children can yield magnificent values. Rationally bearing and raising Neo-Tech oriented children can yield a bonanza of values available from no other life experience.

Financially secure, emotionally mature couples can genuinely desire the unique, value-generating experience of having children. Thus, they can rationally choose to bear and raise children without sacrificing or diminishing their careers, romantic love, or long-range happiness. ...Raising competent children oriented around Neo-Tech can be rewarding beyond any other life experience, except romantic love.

If the market for technology and research were free from government interference, genetically controlled, flaw-free babies would probably be routine in a decade or less. Moreover, externally produced babies could forever free women from the incapacitation, pain, physical damage, and life-threatening dangers of childbirth. That technology could also reduce childhood diseases and eliminate birth defects. Externally produced, genetically controlled babies would also allow selection of sex and certain characteristics that would provide the maximum advantages to their children.

Still, the key traits can develop only through the volitional choices of each living, conscious child. For example, personality, character, and integrity are traits that evolve from the personal choice of each individual to be honest or dishonest, nonmystical or mystical, responsible or irresponsible, a value producer or a value destroyer.

Except to one's own self and dependent children, no one owes duties to *anyone* (including one's spouse, siblings, or parents) or to anything (including society, the government, the church, or to any other "higher" cause). The prime moral duty is to develop one's own potential to achieve abiding happiness through competitive value production. Beyond that prime responsibility to be a net value producer in order to earn happiness, a person's *only* other moral duty is to support and develop one's own children into honest, nonmystical, self-sufficient adults. That duty includes teaching children to objectively identify facts in full context and to live competently by rejecting all forms of mysticism, dishonesty, and neocheating.

Parents must, above all, teach their children to identify and avoid the disease of mysticism and its gaggle of neocheaters. Those children are then free to develop into independent, self-sufficient adults capable of achieving unlimited prosperity, psychuous pleasures, and abiding happiness.

Properly caring for and rearing children to become honest, self-sufficient adults is a moral responsibility and duty of the parents. That duty is assumed from the parent's chosen act of procreation, for which the children are not responsible. Thus, parents have no right to place future claims or obligations on their children. Likewise, after children develop into self-sustaining, independent beings, the moral responsibilities and obligatory duties end for the parents.

Compared to men, few women have directly achieved greatness in the major areas of human accomplishment (e.g., arts, sciences, philosophy, music, business, industry, medicine, law). Those differences in achievement are not due to inherent or biological differences between men and women, but rather such differences are due to (1) women being more involved in the restricting tasks of raising children, and (2) the cultural, legal, mystical, and neocheating oppression of women that has occurred throughout most of recorded history [Re: Tables 38-39, Neo-Tech Reference Encyclopedia].

Few men attained greatness in any area of human achievement

during the 1000-year Dark Ages. For, during that time, the church oppressed everyone's intellectual and productive capacities. Likewise, few women have achieved greatness during their cultural dark ages that existed throughout most of recorded history. In recent years, however, radical changes have occurred to eliminate most differences in oppression between men and women. Those changes have occurred through the relentless, rational pressures of business and free enterprise, not through coercions of government, the feminists, or the non sequiturs of neocheating theologians, journalists, professors, and politicians.

Today, women in the Western World have essentially the same freedom and opportunity as men to develop their commercial values in most areas of human activity. But many women are by choice not exercising their new freedoms and opportunities. Thus, many women are failing to exploit their potentials for financial prosperity, psychuous pleasures, growing romantic love, and abiding happiness.

Divorced men and widowers are generally more desired or sought after by the opposite sex than are divorced women and widows. Aside from population statistics that somewhat favor men, no intrinsic or natural reason for that difference in desirability exists. The main difference is that, compared to women, men generally are and remain more productive in their jobs and careers and thus have more values and life to offer. By contrast, man-dominated housewives living as toys, pets, or servants generally have indulged themselves with mysticism instead of developing their characters, abilities, and talents. Thus, they have fewer values and less life to offer. On the other hand, men and women of equivalent character and value development would have equal worth and desirability as value-oriented, romantic-love partners.

Advantage #72

**POTENTIAL OF WOMEN
FROM 1300 BC THROUGH TODAY**

Women hold great potential for gaining economic and cultural power throughout the world. But their potential is undermined by politicians, feminists, and other value destroyers who use the government to force their egalitarian equalities on others. Indeed, to survive without producing competitive values *for others*, professional neocheaters and mystics must use force, deception, and mysticism to usurp their destructive livelihoods *from others*. And physically weaker women are the easiest targets for their destructions. Thus, professional mystics and neocheaters more easily subject women to injustices and abuses to usurp power and values.¹ For that reason, throughout recorded history, women have suffered greater oppression than have men as illustrated on the following pages:

OPPRESSION OF WOMEN SINCE 1300 BC

Ancient Greece
1300 B.C. – 450 B.C.

Homeric women (1300 B.C.-1100 B.C.) were relatively free and exercised considerable influence over men. But all women were subjected to double standards — legal and sexual.

Enlightened Greece
450 B.C. – 27 B.C.

Courtesans held the highest positions of individual rights and personal respect available to women. Wives held the lowest position and were considered as housekeepers with few if any rights.

High-class prostitutes or courtesans were held superior to virtuous women and wives.

¹By oppressing women, men become easier to control.

Roman Empire 27 B.C. – 385 A.D.

With increased economic freedom, the drive for individual freedom brought new rights and respect for women. Oppression by mystics and conservatives decreased. Double standards diminished.

Drive for women's liberation and equality. As today, Roman feminists who advocated use of government controls and force to accomplish their ends failed in the long run by establishing the conditions for the increased oppression of women.

Decline of the Roman Empire 100 A.D. – 385 A.D.

The spreading altruistic influence of Christianity began stripping women of their individual rights and subjecting them to new, heavy oppressions while leading the civilized Western World toward asceticism and anti-sexual attitudes.

Christianity plunged Rome into asceticism, causing massive destruction and suffering. Women lost almost all rights with rising Christian power. ...Today, ominous parallels are developing with rising fundamentalist, born-again, anti-porn/anti-abortion movements.

Rise of Christianity 385 A.D. – 1000 A.D.

The Western World sank into the Dark Ages as women were pushed to their lowest position in recorded history. They had no individual or legal rights. The Church considered women as subhuman. In fact, the Roman Catholic Church considered women as wasteful property who could be killed, beaten, tortured, ravished or forced into slavery with impunity by theologians and "devout" noblemen.

Catholic bishops argued that women did not have mortal souls

and that women were pieces of wasteful property. The Roman Catholic church sanctioned wife-beating. Killing a woman was not a very serious offense. Noblemen had the natural “right” to ravish any peasant woman.

Pre-Renaissance 1000 – 1300

The rise of courtly love and the de-emphasis of the Catholic Church began elevating women to emotional partners more equal to men. Respect and admiration for women increased with increased economic activity. But women still had few individual or legal rights. Extreme double standards were still practiced.

A new man-woman relationship developed that was previously unknown to Western civilization. Women gained respect and admiration. Courtly love elevated women from child bearers and lust satisfiers to more equal partners with men.

The Church vs. the Renaissance 1300 – 1500

The Church fought viciously to stop the rising new concepts of romantic love, happy man-woman relationships, and pleasurable sex. Pope Innocent VIII started the inquisitions and witch trials. Millions of innocent women were killed, tortured, and burned to death by the Roman Catholic Church. But the growing enlightenment of the Renaissance with spreading economic freedoms began liberating the human mind and reason from the dark, brutal mysticism of Christian theology.

Renaissance noblemen equated women to beauty and good. The church fought back by promoting the “evils” of women and witchcraft. They advocated hanging “evil” women by their thumbs, twisting ropes around their heads, pushing needles under their nails, and pouring boiling oil on their feet in the “devout hope” of forcing confessions of their “wickedness”. The Roman Catholic church then proceeded to burn to death tens of thousands of innocent women.

The Puritans 1500 – 1700

With increasing economic activity, the Puritans rejected the Church's hatred of women, sex, and happiness. They accepted the normality of sex, pleasure, and happiness. Women's rights greatly improved under Puritanism. Women could divorce. They gained property and inheritance rights. Marriage became a civil contract.

The Age of Reason 1700 – 1800

Men respected women for their minds and intellectual development. People involved in business began scrapping the gloom and hatred of Christianity and its idea that women were evil. Yet, women were still held as subservient to men.

The rationalists rejected the malevolence of Christianity. But women were often considered as ornaments, toys, or nitwits.

Pre- and Early Victorianism 1800 – 1850

Slobbering sensitivity became the ideal. Men sought shy, virginal women. The togetherness concept developed. Glorification of "pure" women was a pretext for a desperate last attempt by neocheating conservatives and the Church to subjugate women as servants of men. A great increase in double standards occurred under the guise of "moral" standards. Women lost considerable individual freedom.

Men grew shy and sought "pure" women. Virginal-type women were "glorified" and idealized. But that "morality" was only a new pretext for the continued subjugation of women by men. The U. S. Surgeon General, Dr. William Hammond, issued the warning that decent women should not feel the slightest pleasure during sexual intercourse. Many doctors considered sexual desire

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in women to be pathological. But women began revolting against their “purified” and “glorified” status.

The Decline of Religion and Victorianism via the Rise of Capitalism and the Emancipation of Women 1850 – 1900

Capitalistic economics undermined the oppressive customs of the past and broke the unjust, feudal hierarchy of the social classes. Capitalism crippled the influence of the Church. Capitalism created the atmosphere and pressure for female suffrage, individual rights, divorce reform, and equal legal and economic rights. Victorianism was a desperate delaying action against increasing honesty, individuality, justice, earned equality, and rising economic freedoms.

With the rise of capitalism, women gained significant economic rights for the first time since the anti-Christian, pagan Roman Empire. Capitalism broke the stifling, unjust religious/feudal-class patterns. A new optimism and cheerful happiness rose among the middle class. Capitalistic economics greatly accelerated the collapse of hypocritical snobbishness, racism, artificial social ties, and oppressive religious and social customs. The rigid Victorian home was threatened by increasing economic freedom for females, divorce reforms, and free-choice love. Victorianism was a last-stand action by the conservatives and the church against the inevitable, liberating changes caused by capitalism and a prosperous, industrial civilization.

The Emergence of 20th-Century Romantic Love 1900 – 1960

Flourishing commerce among individuals, especially in America, discarded the anti-sexual, Victorian-Christian ethics. Double standards diminished with more equal educational, economic, legal, and sexual rights for women. Birth control and abortion rights were promoted. Capitalism liberated women and minorities

by valuing all individuals according to their objective worth rather than to their sex, beliefs, social status, or race.

Women increasingly became equal to men in romantic relationships. Love patterns of all societies were drawn to the free and honest capitalistic style of Western love, which combined sexuality, affectionate friendship, productive work, and family functions...all into a single, equal-partner relationship. The modern, capitalist-generated, sexual revolution demolished most of the Christian-Victorian patterns of anti-sexual, patriarchal oppressiveness.

Modern Romantic Love 1960 – Present

The sexual revolution broke the last vestiges of inequalities between men and women. But today, renewed oppression of individual rights has begun to rise ominously with the feminist and religious movements against pornography and abortion. Those movements are inspired by neocheating authorities seeking unearned power. Still, the majority of women have not fully exercised their new freedoms and rights. Many neocheating feminist leaders seek unearned gains through government coercion and force. And that force will boomerang to increasingly subjugate the rights of all women...and men.¹

Individual freedom that naturally evolves from capitalism made possible modern romantic love and the liberation of women. For, the capitalistic free market put values on individuals according to their objective worth rather than their sex, social

¹Women who usurp feminist-inspired, unearned values are heading back toward dependence...toward being taken care of and eventually subjugated by men. In essence, the feminist movement is designed to coerce productive people into taking care of protesting women. The inevitable results are opposite the goals of freedom declared by feminist neocheaters. And those same ploys are destructively used by politicians to usurp “freedom” for blacks and other minorities. Indeed, the more unearned values usurped by the neocheating feminists and politicians, the more their recipient clients move toward dependence and subjugation. ...Neocheaters transfer values from the earned to the unearned while harming everyone, especially those they claim to help.

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status, or race. Women can now be fully independent. But having gained the freedom for equality, many women fear that equality might be too risky or challenging, or require too much independence or effort, or cost them the chance for love. Such women often buy “security” and “love” at the price of remaining unequal, unfulfilled, unhappy all their adult lives.

Today, men and women have essentially the same educational and economic opportunities. But many women in developed societies have no careers beyond the home. Thus, they deny their basic human need to develop competence and self-sufficiency. That need for competence and independence is fulfilled by pursuing productive work in challenging careers.

Future Romantic Love

Two approaches to life are open: (1) The neocheater’s approach of using force-backed government or deceit-based religion to drain values from others, or (2) the producer’s approach of using integrated honesty and free markets to deliver competitive values wanted by others and society. That second approach obviates force, coercion, fraud in allowing all men and women equally to pursue prosperity, romantic love, and abiding happiness.

Despite feminist claims, nothing today prevents women from realizing their potentials. The battle is not for women’s rights, minority rights, black rights — the battle is and always has been for *individual* rights. When individual rights are fully protected, then everyone’s rights are protected.

Most feminists diminish the potential for all women by trying to usurp unearned economic or money gains through government force or coercion in violating the rights of others. Such tactics are morally wrong and destructive to all individuals. And in the long run, those tactics succeed only in giving government more power to oppress everyone — especially women.

While stridently expressing goals of liberation and freedom, most feminist policies deny freedom of choice, voluntary division of labor, and open competition. Those policies reveal a fear of freedom, competition, integrated thinking, and self-responsibility. Such dishonest, double-speak contradictions of demanding

freedom while actually attacking freedom via government force are also common in “liberation” or “rights” movements of various Black, consumer, and environmental groups. Such groups demand benefits and “freedoms” via government force while reducing their own and everyone else’s freedom.

Government laws backed by force have always been the mechanism that eventually oppressed women [Re: Section Four, Neo-Tech Reference Encyclopedia]. The genuine liberation of women occurred during those rare, historic periods during which the reason and logic of individual freedom gained influence over the dishonesty and mysticism of government and religious oppression. Those liberating periods were the Golden Age of Greece, the Renaissance, and the greatest, most profoundly moral period of all: the free-enterprise phase of the Industrial Revolution. In free-enterprise capitalism, the influences of reason, honesty, effort, productivity, and voluntary individual choice count for everything, while the influences of mysticism, dishonesty, racism, social status, and the use of force are dismissed as nothing. ...The causal relationship of reason and capitalism to freedom and prosperity for women is clear.

In attempting to establish credibility, feminists promote and publicize certain “famous” women of history as heroines. Some of those women were honest, value producers who contributed to human well-being. But most of those feminist “heroines” were demagogues and neocheaters who agitated for more government force to make individuals conform to their wishes or demands. In their promotion of “great women”, most feminists hypocritically ignore one of the greatest benefactors to human life and champions of individual rights. That person was a woman. She was one of the most profound thinkers and writers, male or female, of all time. She was a world-famous novelist and the most important philosopher since Aristotle. Her name: Ayn Rand.

Why do most feminists ignore Ayn Rand? Because she intellectually refuted their concepts of mysticism, initiatory force, and government coercion to achieve ends. More important, she clearly identified the immorality of such approaches, thus repudiating the core of most feminist movements and methods. Also, Ayn Rand identified that the only proper moral issue is

individual rights...not women's rights, black rights, or any other such "rights" or causes. For such causes are largely designed to support neocheaters.

The feminists' rejection of Ayn Rand not only underscores their intellectual dishonesty, but demonstrates that their movement is not interested in individual rights. Instead, they are interested in usurping power, values, advantages, and bogus livelihoods through the spurious neocheating gimmick of women's rights. Because of their disregard for individual rights in their demands for government coercion or force, feminist movements bring, in the long run, only further government oppression of women. Indeed, that oppression is already recurring with, for example, the anti-abortion and anti-pornography movements.

And finally, most feminists stridently attack women's greatest benefactor and liberator — free-enterprise capitalism. Furthermore, many feminists actually support the prime causes for oppression of women — government and religion. In fact, some feminists remain active members of the most virulently anti-women, patriarchal organization ever contrived by man — the Roman Catholic Church. Such feminists work against the well-being of all women and all individuals.

Advantage #73

THE NATURE OF EMOTIONS AND SELF-RESPONSIBILITY

The Nature of Emotions

1. Emotions are neither good nor bad and are not subject to moral judgments, no matter how irrational or "bad sounding" they may seem. ...Only actions can be judged as good or bad, moral or immoral.
2. All emotions, no matter how irrational or how deeply repressed, are a real part of a person and need to be recognized, acknowledged, and guiltlessly accepted.
3. Each repressed, negative emotion becomes an integral part of a person's mind. Each repressed emotion subconsciously exerts a continuous negative effect on that person's thinking and emotional processes. That negative effect remains forever, unless the emotion

- (often an emotion from childhood) is identified and rationally re-examined through the mature adult mind.
4. The identifying and releasing of any repressed emotion through a non-mystical mind is a healthy, rewarding experience. [Re: Concept 104, Neo-Tech Reference Encyclopedia]

Self-Responsibility/Mouth Responsibility

Each individual is solely responsible for his or her own actions. That includes being responsible for what goes in and out of one's mouth. **Mouth Responsibility: the self-responsibility for the food, drink, drugs, smoke, genitalia that go into one's mouth and the words that come out.**

Internal mysticism ruins people's lives through (1) allowing irrational, destructive ingestion of sugar, alcohol, or drugs into their mouths and (2) allowing irrational, destructive words to egress from their mouths. Everyone alone must personally battle to overcome internal mysticism in order to live prosperously and happily. Self-responsibility cannot be transferred to anyone. For that reason, most therapies by psychologists and psychiatrists are invalid. Moreover, such therapies are often practiced by neocheaters usurping a livelihood by manipulating mysticism in others.

Almost all psychological problems arise from internal mysticism. And each individual can overcome such problems by continual, conscious choice to be honest rather than mystical. Each person must decide to self-determine the future or to surrender that responsibility to external "authorities" (including psychologists). That surrender of life occurs on asking others to solve one's own problems and deliver happiness.

Fighting and rejecting mysticism within one's own self is the greatest, most important of all battles. And the most ironic, tragic loser of that battle was the philosopher, Ayn Rand. For she developed and harnessed the greatest mind to battle mysticism since Aristotle. Yet, she could never collect her full rewards, because she lost the battle to personal mysticism on several fronts. The most irrational, emotion-driven mysticisms were her rationalizations, vindictiveness, cultism, and smoking. The consequences of those mystical indulgences? Unnecessary unhappiness, sycophants limiting her work, and nicotine killing her. ... While Ayn Rand was *totally*

non-mystical in her work and ideas, she became increasingly mystical and unhappy in her personal life. By contrast, her long-time collaborator Nathaniel Branden later absorbed areas of mysticism in his work and ideas while apparently growing less mystical and more happy in his personal life.

Having an external “authority” such as a drug, a cigarette, a cult, a psychologist delivers: 1. quick, easy-way, no-struggle “answers” that avoid self-responsibility, and 2. fuel for more personal mysticisms. That avoiding of self-responsibility always fuels personal mysticism while diminishing the individual’s competence and motivation to solve one’s own personal problems. And that default is why most therapies are long-range failures. Only individuals themselves can have sufficient motivation and self-knowledge to successfully overcome internal mysticism and solve life’s problems. Only individuals themselves can put sufficient energy and knowledge into the efforts needed to become competent, prosperous, and happy. No mystical or outside source can provide those values.

Advantage #74

NATURAL HIGHS

Natural highs always beneficially integrate with a person’s physical or psychological life — or both. Unnatural highs always destructively disintegrate a person’s physical or psychological life — or both.

Strongly positive experiences such as major achievements, aerobic exercises, great music, art, literature, drama, and romantic love stimulate natural highs. The ultimate high, however, comes from feeling one’s own self in control — being in control of life, living free of mysticism, living honestly, rationally, productively. In that non-mystical state, a person acutely feels the integrated physical and psychological process of living. He or she experiences the impact of living fully, in competent control of one’s own self, destiny, and reality.

That clarity and control of self, life, and reality produces a physical and emotional high. That high evolves from an acute awareness of living in reality...of being in control. Such highs are far more exhilarating than those achieved through reality avoiding, artificial stimuli such as drugs, alcohol, religious or

mystical experiences, manipulating others, ruling others, killing others. Those fake control-seeking highs are achieved through force and destruction. By contrast, all genuine, lasting highs are achieved through competitive production of values.

The most intense reality high is psychuous pleasures. Reality highs, however, can be consistently experienced in almost any phase of one's life to produce continuous waves of pleasure and happiness. Most people have at times experienced brief or partial glimpses of those natural highs. Such experiences live vividly in nearly everyone's memory. On analysis, one will discover that those experiences occurred when a person was most free of mysticism — most free to be his or her own self — most free to function according to his or her biological nature. Moreover, everyone who has developed a rational, productive lifestyle has the capacity for experiencing natural highs with increasing frequency. Those highs can eventually blend into a near continuous state of happiness marked by extra-intense moments of psychuous pleasures.

The Neo-Tech/Psychuous concepts deal with relationships between people. But those concepts also deal with the relationship of one's own self relative to reality, self-esteem, and self-awareness. Only through developing a nonmystical, integrated relationship with one's own body, mind, and objective reality can a person fully experience the prosperity, pleasures, and happiness available from life.

Natural highs involve the release of physical and emotional tensions while being fully aware of the mind and body. The sensation is that of "letting go" as the body tensions release and the emotional pleasures are guiltlessly felt. Those natural, euphoric experiences are contrasted to the destructive, tension-breaking actions of taking drugs, getting drunk, food gorging. Such artificial or mystical highs always leave hangovers and unhappiness along with damaged minds and bodies. [Re: Table 41, Neo-Tech Reference Encyclopedia].

Natural highs can also release chronic muscular tensions manifested in taut necks, shallow breathing, stiffly pulled up shoulders, tense buttocks, and uptightness in general. In fact, neck stiffness is an indicator of locked-in conflicts caused by mysticism.

Releasing such tensions also improves one's physical grace and coordination. The release of those tensions restores the

natural, cat-like gracefulness of body motions as muscles begin working together in their intended, fluid, integrated manner. Also, the release of those chronic tensions and the deepening of breathing permits clearer, more effective thinking.

Certain exercises are also effective in both releasing chronic muscle tensions and improving one's breathing. [Re: Book Analysis 71, Neo-Tech Reference Encyclopedia] Also, self-hypnosis can relax certain physical tensions. Hypnosis bypasses the conscious mind by putting orders directly into a nonresisting, noncritical subconscious mind. [Re: Appendix C, Neo-Tech Reference Encyclopedia]. Effective hypnosis techniques are easy to master, but can be damaging to the subconscious mind when hypnosis is used carelessly or with improper dehypnosis. Moreover, hypnosis is usually used mystically, is generally unnecessary, and is not recommended.

Tension-releasing not only lets one relax and feel pleasures, but projects a freedom to others that helps them relax and share the pleasures.

Advantage #75

JOY AND HAPPINESS

The emotions of pleasure, joy, well-being, and happiness have interrelating features. But each is a separate experience with unique characteristics and requirements. For example, one can be happy without experiencing pleasure, and one can experience temporary pleasure without being happy. Joy is a self-induced, here-and-now emotion that arises from pleasure, well-being, and happiness.

Enjoyment is also induced by consciously reflecting on the emotional rewards of pleasure, well-being, and happiness. To fully experience enjoyment, one must reject unearned guilt foisted on him or her by mystics and neocheaters. [Re: Table 42, Neo-Tech Reference Encyclopedia]. When a Neo-Tech oriented person earns happiness, he or she can then make a conscious choice to guiltlessly enjoy that happiness.

Advantage #76

PHILOSOPHY FOR ROMANTIC LOVE

Glib, shallow philosophies about love and sex based on selflessness, altruism, or slogans are easily conjured up by mystics

and neocheaters. To some people, Leo Buscaglia's love-all philosophies may sound poetic, beautiful, comfortable, and easy to accept. But those pseudo philosophies are generally rigged from non sequiturs and then promulgated as the truth by glib psychologists, social "experts", religious "authorities", egalitarian writers, mountebanks, and other neocheaters who have never experienced integrated, value-oriented romantic love. Thus, their books and words work to diminish everyone's love and happiness.

Many books about love and sex are also based on spurious, altruistic philosophies that sound "good" on the surface and promise happiness through a system of destructively selfless, sacrificial acts. But altruism is a power-usurping tool contrived by neocheaters for contradicting reality, subverting the nature of human beings, and laying false guilt on everyone. Such glibly spurious, altruistic philosophies contradict the positive, valuable goals ostensibly presented in those books. Most authors never realize that an explicit, rational philosophy is necessary to form a consistent basis for their writings, especially when dealing with human relationships and love.

If philosophy is ignored or used inconsistently by the authors, the value of their work is diminished. Without a conscious philosophical position, no consistent principles are available to guide a person's work, life, or love relationship. By contrast, every Neo-Tech/Psychuous concept is rooted in a consistent philosophy that integrates reality with the physical, psychological, and intellectual nature of human beings.

Consciously or subconsciously, all people make philosophical choices that determine the course of their lives. Two fundamental philosophical choices exist for all human beings: (1) a reality oriented, pro-life choice (Aristotelian), or (2) a mystically oriented, anti-life choice (Platonistic). The future of all humans and all societies are determined by those two philosophical choices. Aristotelian choices allow a person to experience success, prosperity, romantic love, psychuous pleasures, long-range happiness. Platonistic choices lead to a rationalized life that eventually produces failure, anxiety, destructiveness, boredom, unhappiness [Re: Neo-Tech Reference Encyclopedia, Table 43 illustrates the results of those two choices throughout history]

while listing the social and personal consequences of choosing an Aristotelian versus a Platonistic approach to life].

Thus, all philosophical concepts fall into one of two camps:

1. Aristotelian-based, free-enterprise individualism based on life-oriented honesty and effort.
2. Platonistic-based, altruistic collectivism based on death-oriented dishonesty and laziness.

All religions and most political concepts fall into the Platonistic camp. All Neo-Tech/Psychuous concepts fall into the Aristotelian camp [Re: Table 44, Neo-Tech Reference Encyclopedia].

Advantage #77

ARISTOTLE FOR THE LIVING AND THE FUTURE VS.

PLATO FOR THE DEAD AND THE PAST

Philosophy determines the course of each individual's life. [Re: Concept 107, Neo-Tech Reference Encyclopedia] The diametrically opposite choices between Aristotelian philosophy and Platonistic philosophy profoundly affect every individual and society. [Re: Tables 43 and 44, Neo-Tech Reference Encyclopedia] Aristotelian philosophy is the intellectual basis of Neo-Tech. Platonistic philosophy is the intellectual basis of every irrational, destructive religious and political system promoted in the past 2300 years. Indeed, Platonism is the philosophical foundation of mysticism, altruism, sacrifice, egalitarianism, existentialism, religion, dictatorships, theism, socialism, democracy, communism, fascism, evangelism and every other rule of force, coercion, and fraud. Except for free-enterprise capitalism, all political systems including democracy (a tyranny by the majority) require deception and force to exist. Thus, all those political and religious systems are immoral and harmful to human beings. Only free-enterprise capitalism is:

1. based entirely on voluntary free choice,
2. consistent with the nature of conscious beings and, thus is beneficial to all conscious beings,
3. moral and just: Offers freedom to everyone. Rejects all mysticism, racism, initiatory force, and fraud.

Platonism is also the basis of all public educational systems. Government-run schools today are inept at educating children because they embrace the ideas of John Dewey, a Platonist existentialist who dishonestly replaced the objective principles of education with power-usurping, subjective methods. (Dewey's contemporaries, William James and Sidney Hook, promoted similar but more cautiously disguised, existentialistic ideas.) Using dishonest non sequiturs, Dewey's philosophy dismisses as socially irrelevant the pedagogical teaching of fundamental knowledge such as reading, writing, mathematics, and science.

Dewey's philosophy promotes the mystical concept that children can be "educated" by allowing them to randomly pursue their own whims. The students' whims are considered socially relevant to the here-and-now and thus are deemed as the basis of education. The "teacher", therefore, merely follows wherever the child's feelings may lead (rather than the teacher providing the child with objective knowledge through systematic input of integrated facts and information). With an existential action approach, Dewey deems the mind as the creator of "reality". Thus, in one mystical stroke, he negates both the integrating conscious mind and objective reality.

Although deceptively stating the opposite, Karl Marx's dialectical materialism is the same "reality creating" approach to action as Dewey's approach. Hitler's approach is also the same as Dewey's "willed realities" and "created logics". That "reality-creating" approach is the essence of mysticism. For it relieves the mind of the basic human responsibility to identify, integrate, and then logically deal with objective reality. As a pragmatic existential neocheater, Dewey scraps logic, knowledge, and reason in favor of whims and feelings. He deems such whims and feelings as the primary guide to human knowledge, education, and action.

...Designed from dishonesty and laziness, Dewey's destructive "educational" approach is the basis of public education today.

Plato provided the tools for rationalizing an "intellectual" basis for any false or specious approach, including Dewey's approach. Platonistic philosophy can "justify" any irrational or unjust means to "noble" ends or "higher" causes. That same philosophy provides the tools for rationalizing the two primary character faults of conscious beings — dishonesty and laziness.

Aristotle, on the other hand, provides the tools that every person needs to develop the knowledge necessary for guiding his or her life to unlimited prosperity, psychuous pleasures, and abiding happiness. Aristotelian philosophy provides the tools for meeting the needs of the human organism for optimum survival and maximum happiness. Successful use of those tools requires integrated honesty and rational efforts.

The following chart illustrates how a civilization might have advanced if an Aristotelian rather than a Platonistic philosophy had dominated for the past 2300 years. This chart shows how free-enterprise capitalism would have eliminated mysticism, parasitism, religion, collectivism, altruism, and force-backed governments with the subsequent elimination of neocheating, wars, crime, disease, poverty, and death itself.

Some of the estimates made in the chart include steam engines and trains in operation at the birth of Christ (who in a free-enterprise society might have matured into an energetic, happy, value-producing carpenter or contractor), mass produced cars available in 50 A.D., commercial airlines in operation by 60 A.D., crime and fraud eliminated (not by government police but by individual self-defense and private protection services, private courts, and computerized ostracism) by 65 A.D., nuclear power by 70 A.D., man on the moon by 80 A.D., cancer cured by 90 A.D., youth-perpetuating biological immortality by 120 A.D., immortal conscious individuals master of all known nature by 2000 A.D.

AN ARISTOTELIAN COURSE OF HISTORY

Assume that an objective, Aristotelian-based philosophy rather than a mystical, Platonistic-based philosophy had dominated the Western World since the Golden Age of Greece:

Progress through Mystic-Free Cosmic Minds rather than

Mystic-Plagued Plato Minds

500 B.C.	Heracleitus	(540 B.C.-480 B.C.)
450 B.C.	Socrates	(470 B.C.-399 B.C.)
400 B.C.	Plato	(427 B.C.-348 B.C.)

- 350 B.C. Aristotle (384 B.C.-322 B.C.). Plato's philosophy identified as mystical and forever dismissed as dishonest, destructive.
- 200 B.C. America discovered.
- 100 B.C. Free-enterprise capitalism established around the world. Free markets flourishing. All forms of mysticism and neocheating identified, discredited, and rejected. All government taxation and nonprofit spending programs abolished. All forms of initiatory force are morally condemned. Wars become obsolete and vanish. Arts, sciences, technology boom in totally free markets. Dynamic competition and value production rule. Romantic love flourishes.
- 0 B.C. All traces of mysticism, altruism, and collectivism are gone. Poverty essentially eliminated. The individual is the supreme value. Jesus builds the highest skyscraper in Asia Minor. Trains and steamships are major forms of transportation.
- 20 A.D. Electrical power developed, camera developed.
- 40 A.D. Internal-combustion engine developed.
- 50 A.D. Cars in mass production. Airplane developed.
- 60 A.D. Commercial airlines flourishing. Computer developed.
- 65 A.D. Crime and fraud become unprofitable, obsolete, and essentially eliminated by computerized ostracism.
- 70 A.D. Nuclear power developed. Nuclear weapons never conceived.
- 80 A.D. Man on the moon. Internet developed.
- 90 A.D. Cancer and most other diseases eliminated.
- 100 A.D. Man on Mars and heading for other planets.
- 110 A.D. Need for sleep eliminated.
- 120 A.D. Youth-perpetuating biological immortality developed.
- 140 A.D. Prosperity and happiness of conscious beings are universal.

- 200 A.D. Worldwide, commercial, biological immortality achieved. All diseases and aging eliminated. Man colonizing, mining, and commercializing the moon, asteroids, and Mars. Commercial shuttle flights (passenger and freight) to space-station colonies. ...Achieve access to the gravity-coded, interstellar universal computer.
- 1200 A.D. Energy and technology advanced to where sufficient energy can be generated for traveling to other earth-like planets in outer space. Science, knowledge, and fulfillment advanced to the point at which no economic or scientific incentive exists for directly communicating with or travelling to the billions of other, outer-space civilizations.
- 2000 A.D. Immortal conscious beings in a Neo-Tech, free-enterprise society are master of all known nature. People and goods are transported at the speed of light via electronic transfer. Most goods manufactured via nanotechnology with the electronic control of atoms and molecules. New knowledge is expanding at near the speed of light.

Advantage #78

HUMOR VS. SENSE OF LIFE: A TEST FOR HUMOR

Spontaneous humor is a highly individualized characteristic that reflects a person's sense of life. Humor can also identify a person's psychology and philosophy [Re: Table 46, Neo-Tech Reference Encyclopedia].

Humor is a product of lateral or horizontal thinking [Re: Concept 143, Neo-Tech Reference Encyclopedia]. Through horizontal thinking, a new and unexpected way to look at something is developed. That surprise contrast between the conventional, expected view and the new, unexpected view is the essence of humor. The nature of that newly created view reflects the sense of life in both those who create and those who respond to that particular humor.

The spontaneous response to humor is a quick, automatic indicator of that person's sense of life (e.g., benevolent or

malevolent). Even when they try, few people can conceal or successfully fake their response to humor. Thus, identification of a person's sense of life through humor is often quite reliable. Understanding the nature of humor helps identify one's own sense of life as well as that of other people [Re: Table 46, Neo-Tech Reference Encyclopedia]. Also, a compatibility of humor is one of the most enjoyable aspects of friendships and romantic-love relationships.

Advantage #79
**TABOOS AND LAWS AGAINST
VOLUNTARY SEX ACTS**

Deep-rooted taboos subconsciously affect nonsexual as well as sexual relationships between people. For example, fear of incest taboos can inhibit or even prevent an affectionate, rewarding father-daughter relationship. Subconscious incest taboos and fears can also block or limit communication between parents and their children concerning sex education and open discussion of sexual matters. Taboos can likewise inhibit nonsexual friendships and prevent loving, familial affections from reaching their full potential.

Objective examination reveals that most negative views of taboos are themselves irrational or mystical. Even negative views of the strongest taboos such as bestiality and incest are sometimes unfounded. But violating or performing any taboo can also stem from an unhealthy, neurotic, psychotic, or criminal base.

Forcible rape and child-adult sexual relations are not just taboos, but are criminal acts. For, they involve the violation of individual rights by force or coercion. A child lacks the experience, knowledge, as well as the emotional and physical independence to make valid free-choice, sexual-relation decisions. Such a child can easily be forced or coerced into sexual acts by his or her natural dependency on the adult for survival. Indeed, adult incest with a child is equivalent to rape in violating that child's individual rights and well-being. Thus, when a child is involved, incest is a crime exceeded in seriousness only by injurious assault, rape, and murder. ...Carrying out any taboo, sex act, or any action for that matter becomes criminal when (and only when) the action harms, diminishes, or endangers an

individual's rights or life by force, fraud, or coercion.¹

But mutually agreed-on violation of other taboos can be from a healthy or "good-for-me" base. For example, most of today's vanishing taboos such as premarital sex, oral sex, enactment of fantasies, and the satisfying of fetishes are often (but not always) performed from a healthy base [Re: Concepts 111 and 112, Neo-Tech Reference Encyclopedia]. Violating other taboos such as adultery can be injurious when involving deception or dishonesty. Also plural marriages are generally (but not always) too difficult or demanding to be healthy, even if honest. Taboos such as homosexuality and bestiality are often thought to be violated from psychologically harmful, neurotic bases. But such is not the case when performed by genetically determined homosexuals or adolescents motivated by curiosity. ...One possible lure to non genetic forms of homosexuality is easy, low-effort, multiple sexual experiences. But, the percentage of homosexuals affected or motivated by that lure is not known. Indeed, much is still unknown about homosexuality.²

Committing incest usually evolves from a neurotic or a psychotic base, but again not always. Incest between consenting adults, for example, is theoretically possible from a healthy base. Despite government laws,³ nothing in the nature of voluntary, adult-adult incest is inherently wrong or harmful in the act itself.

¹The highly emotional, serious-crime nature of child-adult sex has given government neocheaters a bonanza of causes célèbres for increasing their usurpation of power. As a result, individual rights are further transgressed. From such government overreactions, many innocent people are unjustly accused and even jailed. Consider, for example, the rash of witch hunts against child day-care centers a few years ago during which nearly everyone charged or prosecuted was innocent. ...Those politically ambitious, neocheating prosecutors simply swaggered away with arrogant impunity from their ruin and waste. Without a qualm, they never gave a backward glance at the ruined businesses, broken lives, and psychologically damaged children they needlessly caused.

²Genetic homosexuals should be guiltlessly free to pursue their sexual preference without attempts to "cure" them. For, genetic homosexuality is nature's sorting method of preventing procreation of progeny with certain genetic anomalies. Non genetic homosexuals, however, seeking heterosexual lives can find assistance, for example, by contacting The National Association for Research and Treatment of Homosexuality.

³About half the states prohibit marriage of first cousins. All states prohibit marriage of blood relationships closer than first cousins.

But conception among close blood relatives can activate undesirable, genetically recessive traits. Thus, the special problem of bearing defective children must be considered by closely related couples. The decision to bear children, however, always remains the right of the couple. But if they choose to bear children, they must be willing and able to assume full responsibility to provide for and raise to independent adulthood any children they bear.

The inherent non-wrongness of adult-adult incest is most obvious in the case of adult orphans who unknown to each other are brother and sister and who by chance meet. They could quite naturally fall in love, have sex, marry, and have children without knowledge of their blood relationship. Incest in that case obviously can be from a healthy basis. Furthermore, even known incestuous relationships between consenting adults are not necessarily unhealthy or neurotic (although today they often are). Throughout recorded history, incestuous marriages, especially among the ruling classes, were accepted as normal and widely practiced in many cultures.

No sexual act between consenting adults can objectively be illegal, even if the acts are physically or psychologically harmful to the consenting individuals (such as injurious homosexuality, masochism, sadism). Only acts of force, fraud, or coercion that violate the individual rights of nonconsenting people¹ can be objectively illegal. Such criminal acts include forcible rape, adult/child sexual relationships, nonconsenting sadism, and any other acts that are physically or fraudulently forced on unwilling or unknowing victims.

Some of the more irrational government laws that violate individual rights are those dealing with sex. They range from the government sanctioning murder (e.g., some jurisdictions allow the husband to kill with near impunity the lover of his wife) to

¹Nonconsenting people always include children. For they are unable to give valid or informed sexual consent because (1) they have gained neither the knowledge nor experience to assume the responsibilities for the physical and psychological consequences of sexual actions, and (2) they are dependent on adults for survival thus can be easily coerced or lured into consenting to psychologically harmful acts. An extremely harmful form of unjust, human manipulation is the parent-child incestuous relationship. Such a parent not only manipulates the child's lack of knowledge, but uses the child's survival dependence on the parent to criminally coerce that child into physically or psychologically destructive actions.

restricting the way one makes love to a consenting partner (e.g., in some states, couples can go to jail for oral sex).

Advantage #80

INITIATORY FORCE — THE PRIME EVIL

Force, coercion, threat of force, or fraud¹ initiated against any individual for any reason by any individual, groups of individuals, societies, or governments is morally wrong. That is the only categorical moral statement possible. That statement must, by its nature, be the categorical, irreducible, and fundamental standard for all conscious beings, always, everywhere. That statement is the moral axiom upon which every Neo-Tech/ Psychuous Concept rests. The initiation of force and fraud among conscious beings is not only the basic moral wrong and evil, but is the primary tool used by all professional mystics and neocheaters to survive through value destruction.

No exceptions to the immorality of initiatory force exist. No matter how “noble” the ends, they never justify the means of initiating force, fraud, or coercion against any individual. Any government or activity that depends on or uses initiatory force, threat of force, or coercion is immoral and destructive. Therefore, all taxation backed by force, all conscription backed by force, and all laws that regulate or control by force or coercion are immoral.

The only laws that are objectively just and moral are those that protect the life and property rights of individuals from initiatory force and fraud. All other laws that regulate people’s lives or property are morally wrong, contrary to human nature, and harmful to everyone. Such immoral laws include those that restrict or prohibit drugs, alcohol, prostitution, abortion (of the fetus at any age), or any form of censorship or restriction of voluntary sexual activity. All such laws are morally wrong because they use threats or force against individuals.

While all governments have the power, none ever have the moral right to initiate force or coercion against any individual. The only beneficial and moral laws are those designed to protect the life and property rights of individuals from initiatory force,

¹Fraud is an indirect form of initiatory force that deceptively or dishonestly deprives a person of his life or property. All religions and governments operate and survive on fraud and/or force.

the threat of force, and fraud. In turn, the only moral use of force is for self-defense: That is for protection of oneself, property, or country from force initiated by other individuals or governments. ...Self-defense by any means, including force, is not only a basic moral right, but a moral duty.

No government has ever helped an individual produce more values or greater happiness than that individual could have produced without government. Governments differ only in the degree they harm people. In fact, except for protecting individual rights, no valid reason for government exists. Indeed, the entire concept of government is invalid and mystical. Government is nothing more than a mystical, big-lie hoax perpetuated through the centuries by neocheaters through force, non sequiturs, and the manipulation of mysticism.

Government is not the equivalent of one's country. Governments are based on invalid mystical notions that have no basis in reality; countries are objectively real entities of defined territories. A person can love his or her country, but properly despise the government that with usurped power constantly harms and drains everyone within its realm.

Advantage #81

OPPRESSION AND FREEDOM — PAST AND FUTURE

The following chart demonstrates the trend of human oppression over the past 3300 years. That oppression is directly proportional to the force and fraud governments and religion exert against individuals. The most oppressive, unhappy period of history was the Dark Ages during which religious power controlled the political system with unlimited force against individuals. By contrast, human happiness and well-being increased markedly during those periods when honesty and business reduced government and religious power. Also, as shown in the following chart, the government and church always oppressed women more than men. Indeed, governments and churches have always been controlled by neocheaters who manipulate the mystical concept of altruistic sacrifice to gain power. And, historically, those male neocheaters have always found physically weaker, more mystically dependent women their first and easiest target to bully into submission.

In exercising their unearned power, professional mystics and

neocheaters gained added leverage by encouraging men to bully physically weaker women into submission. And they especially lured women into silliness — into following mystical stupidities such as astrology and religion. But with the rise of nonmystical, free-market economies, women have become increasingly productive, more independent, less mystical, thus less oppressed. And recently, for the first time in history, freedom for men and women has become nearly equal. But with today's reviving interest in the stupidities of mysticism and religion, more women are choosing to slip back into mystical lives controlled by others.

FREEDOM/OPPRESSION LEVEL

+6=Maximum Freedom to

-6=Maximum Oppression

Period	Men	Women
Ancient Greece 1300 B.C. – 450 B.C.	0	-1
Enlightened Greece 450 B.C. – 27 B.C.	0	-3
Roman Empire 27 B.C. – 385 A.D.	+1	-1
Christianity Established 200 A.D. – 385 A.D.	-2	-4
Rise of Christian Power (the unhappiest period in history) 385 A.D. – 1000 A.D.	-5	-6
Romantic Love Challenges Christianity 1000 – 1300	-2	-4
Renaissance Weakens Christianity 1300 – 1500	0	-1
Church Fights Back with Witch Trials and Inquisitions		

1300 – 1500	-4	-6
The Puritans 1500 – 1700	+1	0
Age of Reason 1700 – 1800	+1	-1
Early Victorianism 1800 – 1850	+1	-4
Rise of Capitalism 1850 – 1900	+2	0
Rise of Romantic Love 1900 – 1960	+3	+1
Sexual Liberation 1960 – 1980	+3	+2.5
Rise of Mystical Stupidities: Evangelism via Television 1980 – 1990	+2.5	+1.5
Rise of Neo-Tech: The End of Mysticism and Neocheating 1990 – ∞ steadily increasing to	+6	+6

Note: The long-term, general trend throughout history has been away from mysticism, poverty, stupidity, oppression, misery...and toward honesty, prosperity, intelligence, freedom, happiness: Away from the mystic-plagued Plato mind...and toward the mystic-free cosmic mind.

Today, the various political-religious hucksters, neocheating academia, mystical feminists, and many dishonest journalists and political cartoonists are climbing over each other to attack and undermine individual rights, business, and value producers around the world [Re: Table 51, Neo-Tech Reference Encyclopedia]. Since business and its value producers strengthen individual rights, the attacks on business and producers are actually attacks on individual rights. Such attacks are designed to control the value producers for exploitation by neocheaters.

The worldwide trend of increasingly accepting mysticism and

violence can culminate in either a government-sponsored nuclear holocaust or a world-wide, terror-controlled government. Either course would end our current civilization. With a continued rise of worldwide mysticism, either (1) a nuclear holocaust would occur through destructive political insanities (e.g., nuclear-armed Marxists/Leninists/Maoists) or destructive religious insanities (e.g., nuclear-armed Shiite muslims), or (2) a Lenin/Mao-style or Khomeini/Giuliani-style government would enslave or slaughter the best — the most valiant, independent, value producers. That enslavement and slaughter of the good, the happy, the best among us would drag humanity back into the Dark Ages...perhaps for centuries.

In a world of escalating mysticism and neocheating, what will stop that destructive trend? Neo-Tech followed by Neothink will not only stop that trend, but will reverse it effectively, decisively, forever. Indeed, Neo-Tech has already begun to check the trend. Nothing can stop the current, worldwide Neo-Tech wave from breaking across all continents to eliminate mysticism and its symbiotic neocheaters.

The alternative to all gloomy scenarios caused by mystics and neocheaters is Neo-Tech driven competition — a competitive revolution led by honest, productive working people. That competition will render all professional mystics and neocheaters impotent, uncompetitive, unable to manipulate the producers, unable to survive. Neo-Tech led competition will bring a forever prospering, happy business world [Re: Table 51, Neo-Tech Reference Encyclopedia].

In a Neo-Tech political, social, and business environment, an unstoppable surge of human happiness, well-being, productivity, and romantic love will occur. Against Neo-Tech, professional mystics and neocheaters will appear as impotent clowns. They will be unable to deceive, cheat, oppress, injure, destroy, kill... unable to manipulate their plunderings and aggressions...unable to wage wars or commit mass murder. Indeed, Neo-Tech with its honest nature and competitive business climate will create an exhilarating, unstoppable atmosphere for creativity and achievement. The worldwide standard of living and happiness will soar. Poverty and famine will vanish. Most diseases including cancer and AIDS will quickly be eliminated.

...Human biological immortality without aging will soon become commercially available — probably within a decade [Re: Concept 145, Neo-Tech Reference Encyclopedia].

Advantage #82

**A CONSTITUTION FOR PROSPERITY,
PSYCHUOUS PLEASURES, AND ROMANTIC LOVE**

At no time in history have the ideas, influences, doctrines, platforms, or actions of any political or religious system ever yielded a net benefit to productive human beings. No such system has ever increased the long-range prosperity, well-being, and happiness of anyone.¹ Indeed, individuals and civilizations thrive to the extent that religious and government power is diminished. The anti-force platform of the American Business Party first appeared nearly two decades ago in BARRONS financial weekly. [Re: Table 52, of Neo-Tech Reference Encyclopedia] That platform represents the only political structure that functions without force, fraud, or coercion. That platform, therefore, is compatible with the biological needs and well-being of all human beings. All other political systems depend on force, fraud, or coercion to function. Thus, all such systems have always harmed everyone throughout the ages.

Only the unique, anti-force nature of business allows people to fully use their minds and exercise their individual rights to live prosperously and happily. The question of having no government in a Neo-Tech business society versus having a limited government in areas of national defense, the courts, and police protection is meaningless so long as the moral principle of no initiatory force or fraud is observed. Within a Neo-Tech business society, a company called “government” or competing companies

¹But different political systems can vary greatly in their relative destructiveness. Western-world democracies, for example, are much less oppressive and destructive than are the terror-totalitarian systems of Russia, Red China, Nazi Germany, Cuba. Left-wing or right-wing, all totalitarian governments use the same institutions of power, force, and terror. That is why when a right-wing dictatorship falls, a left-wing dictatorship can so quickly seize and use the instruments of force already in place. Without much effort, the new government can continue usurping power and values as did the previous government, but with ever greater force and terror.

would deliver a needed, integrated package of services to those who voluntarily paid for such services. Without power to initiate force or the threat of force required to collect taxes, governments would function only to the extent their citizens or clients found their services valuable enough to voluntarily purchase.¹

If citizens refused to purchase certain government services, those services would simply go out of business. Or they would be replaced by more efficient services that enough people thought valuable enough to buy. An honest, legitimate government would by necessity be both a competitive, profit-oriented service and an individual-rights protection business. In some areas, possibly several competing businesses, organizations, or companies might offer the same services in competing for citizens as customers.

Voluntarily supported governments and voluntarily supported businesses would really be equivalent entities subject to the same free-market dynamics and the unbreakable order dictated by free competition, market demands, investment protection, and value exchange. A nonforce government could be called Government, Government Company, or any other name. Likewise, that entity would be subject to the same economic disciplines of profits, losses, growth, competition, and bankruptcy as any competing business. In other words, in a Neo-Tech society, governments would have the same nature, disciplines, and anti-anarchy order as any free-enterprise business. And they would be subject to the same competitive influences and disciplines to improve quality and value. ...The ordered purpose of business would reign; the arbitrary disorder of mystical/neocheating, force-backed governments would vanish.

The transition from a force-dependent government to a nonforce government could cause some temporary dislocations, such as cutting welfare, stopping transfer-payment “services”, and selling government property to pay off and close out Social Security claims. But those problems would be minor and transitory compared to the flood of permanent, major benefits

¹Does Neo-Tech lead to anarchy? No, just the opposite. Neo-Tech leads to business-like order and prosperity. Only destructive, bogus-job authorities backed by force cause disorder and eventual anarchy.

that would immediately assert themselves. For example, national defense and police protection would immediately strengthen toward total effectiveness as purpose and efficiency soared. Moreover, a nonforce government would mean no taxes, no irrational controls or destructive regulations, no government corruption, no neocheaters, no wars, and a spectacularly prosperous, healthy, happy society.

Advantage #83

**DISMISSING 3000 YEARS OF MYSTICISM
for a life of**

PERSONAL POWER, PROSPERITY, AND HAPPINESS

The purpose of each individual human life is to prosper and live happily. Anyone can achieve that prosperity and happiness when free of force, fraud, or coercion by others.

The Neo-Tech Constitution forbids initiatory force, threat of force, or fraud by any individual, group of individuals, or government. No other law or rule is needed for a moral, rational society.

Forbidding initiatory force and coercion is the only political law compatible with the prosperity and happiness of human beings. Thus, the Neo-Tech Constitution leaves everyone with the conditions for prosperity and happiness. No other constitution or laws are needed or valid.

The Neo-Tech Constitution stated below obsoletes the constitutions of all nations:

THE NEO-TECH CONSTITUTION

Preamble

The purpose of human life is to prosper and live happily. The function of society is to protect those conditions that let all individuals achieve prosperity and happiness. Those conditions can be delivered by a constitution that prohibits the use of initiatory force or coercion by any person, group, or government against any individual:

The Constitution

Article 1: No person, group of persons, or government may initiate force, threat of force, or fraud against the person or property of any individual.

Article 2: Force may be morally and legally used only in defense against those who violate Article 1.

Article 3: No exception shall ever exist to Articles 1 & 2.

The Neo-Tech Constitution rests on six axioms:

1. Values exist only relative to life.
2. Whatever benefits a living organism is a value to that organism. Whatever harms a living organism is a disvalue to that organism.
3. The basic value against which all values are measured is the conscious individual.
4. Morals relate only to conscious individuals.
5. Immoral actions arise from individuals choosing to harm others through force, fraud, deception, coercion — or from individuals choosing to usurp, attack, or destroy values earned by others.
6. Moral actions arise from individuals choosing to benefit others by competitively producing values for them.

How would the Neo-Tech Constitution be enforced? Through (1) self-defense/deterrent forces and (2) organized ostracizing systems ...Effective ostracisation is a much more powerful mechanism for justice, restitution, and deterrent than any form of force. And the severest, fully integrated ostracisation can eventually deliver capital punishment through suicide.

Background for The Neo-Tech Constitution

The purpose of human life is to prosper happily. By integrating the human mind with reality, anyone can prosper happily by making one's self increasingly valuable to others. But what keeps most people from doing that — from fulfilling their own nature? What has kept most people throughout history from

experiencing the prosperity and happiness that they are fully qualified to earn?...The answer lies in three words: **Force, Mysticism, Neocheating:**¹

Force

Force is the instrument used to usurp or expropriate values earned by others: Directly or indirectly, all initiated force supports stagnated status quo, laziness, and incompetence at the expense of competitive growth, productivity, and ability. Criminals, mystics, neocheaters, governments, and religions use force, threat of force, or fraud to drain life, values, and happiness from the producers and society. But those who live by force or fraud live in discord with reality. They offer nothing to others except dwarfed lives, diminished happiness, and lost values.

Professional mystics and neocheaters depend on force or deception to survive. But, the value producer never needs to use force or deception to prosper.

Once value producers identify the nature of initiatory force, they will reject its use as criminal and harmful under *any* conditions. From that point on, the value producers can guiltlessly collect their earned prosperity and happiness. And all who have lived by force and coercion will find they can no longer live by usurping values. Instead, they too will have to produce competitive values for others or perish.

Mysticism

Mysticism is defined as: 1. Any attempt to use the mind as a “reality” creating device rather than a reality integrating organism. 2. Any attempt to recreate or alter reality through dishonesty, feelings, non sequiturs, or rationalizations. 3. Any attempt to ignore, evade, contradict, or fake reality. 4. Any creation of problems where none exist.

Mysticism is the tool used by neocheaters to manipulate or hide the force, fraud, or coercion used to usurp power and values

¹Without initiatory force, mysticism, and neocheating, everyone would be compelled by the dynamics of competition to live by producing honest, competitive values for others and society.

from others. Mysticism is used to create specious standards for projecting undeserved guilt onto others. Why? To beguile value producers into surrendering their earned power and values to the value destroyers.

Neocheating

Neocheating is defined as: Any intentional use of mysticism to create false realities and illusions in order to extract values or power from others.

Neocheating is the technique for usurping values, money, power by using mysticism to manipulate others.

Neocheating is the essential technique politicians, clergymen, bogus-job bureaucrats, and white-collar-hoax business quislings use to usurp jobs, power, money, and pseudo self-esteem from others.

The Nature of Mysticism Used by Neocheaters Mysticism is an evasion of reality that is never supported by honesty or objective reality. Mysticism, the stupidity disease, harms human beings in five ways:

1. Mysticism cripples the integration capacities required to accurately understand reality. That accurate understanding is necessary to make decisions competently, to solve problems effectively, and to live competitively.
2. Mysticism short-circuits or blocks the mind to prevent unlimited, wide integrations that let one know and understand everything in the universe without limits.
3. Mysticism drains one's intelligence, efficacy, and ability to live competitively.
4. Mysticism blocks the long-range thinking integrations needed to prosper continuously, love romantically, and live happily.
5. Mysticism subjects individuals increasingly to the control of professional mystics and neocheaters.

Mysticism is arbitrary, has no link to reality, and is based on nothing. Thus, mysticism *is nothing*. Yet, by manipulating rationalizations, non sequiturs, aphorisms, parables, superstitions, modern art, poetry, songs, rock music, chants, slogans, newspeak, quotes, or facts out of context, a professional mystic or neocheater can create illusions to seemingly justify almost any harmful action, including thefts and murder. Such “justifications” are essential for their unjustifiable pillagings of value producers.

Mysticism and neocheating have been used for 2000 years to create illusions that “external authorities” protect the lives of individuals, can solve problems for others, and can provide livings for non-producers. But, in reality, all such “authorities” are merely neocheaters using deception, force, or coercion to extract their bogus livelihoods from the value producers. And those neocheaters are the fountainhead of crimes and human-imposed suffering.

Mysticism and neocheating are the main causes of pain and failure among human beings. Mysticism and neocheating are anti-life — death-oriented. The core of mystics and neocheaters is dishonesty and laziness. Their task is to beguile value producers into supporting the value destroyers.

The Morality of Mystics and Neocheaters

Morality is defined as: Conscious actions that purposely benefit people and society are moral. Conscious actions that purposely harm people and society are immoral. Thus, value destroyers such as mystics, neocheaters, and their agents of force, coercion, and deception are immoral. For, they purposely harm others and society by choosing to usurp values from others rather than produce values for others. By contrast, value producers are moral. For, they purposely benefit others and society by choosing to competitively produce more values for others than they consume.

Mystics violate morality: They harm both their own and every other person’s life. They are destructive, silly, immature, childish. By choosing to evade reality, they undermine their ability to identify reality, to think clearly, to produce values, to live happily, to compete honestly — to survive. As a result, they increasingly transfer responsibilities for their failures onto

others. They routinely lay blame and guilt on others for their own problems.¹

Neocheaters violate morality: They purposely expand their harm by orchestrating mystical illusions to plunder others and society. Moreover, they design their illusions to make themselves appear as innocent benefactors and their victims appear as the guilty malefactors. But the opposite is true: The neocheaters are the guilty malefactors; their victims are usually the innocent value producers. Yet, as long as most people allow themselves to accept those mystical inversions of honesty, the neocheaters will keep pillaging them and society. As a result, such neocheaters always harm society by draining prosperity and happiness from everyone.

Agents of Force violate morality: They purposely harm others by expropriating values through force or threat of force. Moreover, by choosing to expropriate rather than earn values, agents of force destroy their own lives by demolishing their competence, self-esteem, and happiness.

By Contrast

Nonmystics are moral: They accept the responsibility to think and act for themselves in order to produce objective values for others. With a loyalty to honesty, they act in accord with objective reality. They are mature, evolved people who strive to integrate their words and actions with honesty and reality, regardless of anyone's opinions, dictates, wishes, or emotions. As a result, nonmystics always benefit others and society.

Rejecting Losers

Mystics, neocheaters, and agents of force are losers. They are immature, unevolved people with self-arrested character development. They function through dishonesty and deception.

¹ Everyone must fight mysticism both from within and from without. Each who quits fighting lets mysticism take over his or her life. Each who surrenders or stops struggling against mysticism becomes a part of the dishonest, quasi-dead world of mystics and neocheaters. And that unhappy world parasitically feeds on the destruction of values.

For those reasons, they must depend on the producer for survival. But, they resent and envy the producer in knowing that they cannot experience his or her competence and happiness, no matter how much they extract from others. Mystics and neocheaters live unhappy, shrinking lives. Living through huckstered faith enforced by deception or force, they steadily lose respect for honesty, happiness, and the purpose to live. They increasingly move toward failure and death. And often, steeped in envy, they want everyone else to fail and die with them. ...Thus, anyone can benefit by immediately rejecting losers such as mystics, neocheaters, and agents of force.

Free Choice

All people must continually choose between dishonesty or honesty, between laziness or effort, between accepting or rejecting mysticism from both within and without. Accepting mysticism means evading honesty and denying reality in favor of feelings, wishes, or external “authorities”. And those consistently choosing mysticism become dependent on others or “authorities” to think for them, to lead them, to neocheat for them. But rejecting mysticism upholds honesty, rejects neocheaters and dependence on them, builds competence and independence, and finally enhances life for everyone.

Four Facts

1. No one can give another person self-worth or happiness. Yet anyone can achieve those two prime values by
 - (a) producing more competitive values for others than consumed by oneself; and
 - (b) rejecting mystics, neocheaters, and their schemes to usurp power and values from others.
2. Loyalty to honesty and rationality must replace mysticism in order to harness one’s natural power. By remaining loyal to honesty and rationality, a person can (a) disarm mysticism, (b) render neocheaters impotent, and (c) create the conditions that allow personal prosperity and happiness to flourish.

3. People who resist mysticism from within and reject neocheating from without will gain prosperity and happiness. But others who remain foundering in the seas of mysticism and neocheating will become uncompetitive and lose the values of life.
4. If everyone were a mystic, human life would end. If everyone were a value destroyer, an agent of force, a neocheater, human life would end. But if everyone were an honest value producer, human life and happiness would flourish beyond imagination.

The Intertwining Dependency of Force and Fraud on Mysticism

Mysticism destroys from within; force destroys from without. Yet, both mysticism and force are unnatural and disposable. Neither are rooted in reality or have any inherent power. Still, all unearned power and expropriated values depend on mystical illusions backed by coercion, force, fraud, or deception. Mystics, neocheaters, and other value destroyers need those illusions to beguile, flimflam, or force values from others. But once that intertwining dependency of mysticism and force is unraveled, the rationalizations crumble and illusions vanish. ...Without their illusions, mystics and neocheaters are powerless.

When value producers understand that intertwining dependency of force and fraud on mysticism, they will stop supporting mystics and neocheaters who live off the efforts of others. Those mystics and neocheaters will then be powerless. Their only means of survival will be to produce rather than usurp values. Once they become value producers, their self-esteems and competencies will soar. And then, they too can evolve into self-responsible human beings who *earn* their prosperity and happiness.

Abolishing Initiatory Force by Ending Mysticism

The Neo-Tech Constitution forbids initiatory force or fraud. Without force or fraud, mysticism and thus neocheaters become impotent. Without mysticism, force becomes ineffective for extracting values from others. The axioms of the Neo-Tech Constitution are real and cannot be contradicted. They are based

on human nature. By contrast, all mystical illusions are capricious and contradictory. They are based on nothing. And that nothingness is why force, fraud, or coercion are required to make others accept the dishonest illusions of mystics and neocheaters. Thus, by forbidding force, fraud, and coercion, the Neo-Tech Constitution vanquishes mystics and neocheaters.

Policies for Ending Mysticism and Neocheating

Most people unknowingly let mysticism have disastrous effects on their lives and society. As throughout history, people unnecessarily accept the dishonesties of mysticism in allowing neocheaters to pillage them materially and spiritually. But, once the mystical illusions are identified and the neocheating hoaxes are rejected, destructive mystics and neocheaters will be powerless because they have no reality-based, earned power. Rejecting mysticism and its dishonesty means rejecting neocheaters and their agents of force. That rejection requires a policy of never knowingly giving values to or doing business with those who live by force, fraud, coercion, or deception. Such people include:

1. Politicians.
2. Clergymen.
3. Agents of force who extort values from individuals, businesses, and society.
4. Bureaucrats and “authorities” who impede the value producer.
5. Academe, journalists, cartoonists, and media people who purposely distort facts and consciously undermine objective values to sustain pseudo self-esteem and destructive careers.
6. Quisling business executives and professionals who neocheat and destroy within their own businesses and professions for fake power and unearned livelihoods.
7. Other mystics and neocheaters who expropriate values while diminishing the prosperity and happiness of others.

With wide-spread rejection of mysticism and neocheaters, violations of individual rights become unacceptable, pillaging becomes impractical, and waging war becomes impossible.

...People will then be free to live prosperously and happily forever.

Implementing the Neo-Tech Constitution

People could implement the Neo-Tech Constitution if they voted not for politicians, but, voted only for “The Neo-Tech Constitution”. The Neo-Tech Constitution fully meets the responsibility of any government to its citizens. The sole purpose of The Neo-Tech Constitution is to protect individual rights through the abolition of *all* initiatory force.

The Neo-Tech Constitution not only provides impenetrable armor for individual rights, but embodies the principles of prosperous living. People one by one will recognize the consummate advantages of The Neo-Tech Constitution. Then, with increasing momentum, those people will reject mysticism and neocheating. Those who do not reject mysticism will be left behind, unable to compete for power, prosperity, and romantic love among the rising army of Neo-Tech value producers.

Advantage #84

PROTECTING CHILDREN

from

MYSTICS AND NEOCHEATERS

What if people existed who purchased healthy, well-formed children and then mutilated their young bodies to create monsters splendid for laughing at? What if their formula were:

“Take a child two or three years old, put him in a porcelain vase, more or less grotesque, which is made without top or bottom, to allow egress for the head and feet. During the day the vase is set upright, and at night is laid down to allow the child to sleep. The child thickens without growing taller, filling up with his compressed flesh and distorted bones the reliefs in the vase. This development in a bottle continues many years. After a certain time it becomes irreparable. When they consider that this is accomplished, and the monster made, they break the vase. The child comes out — and, behold, there is a man in the shape of a mug!

“This is convenient; by ordering your dwarf betimes you are able to have it of any shape you wish.”

Victor Hugo
The Man Who Laughs

Impossible? No one could be that evil? ...During the 17th century, organized bands of Gypsies called comprachicos (from *comprapequeños*, the Spanish word for child buyers) developed the profession of creating human monsters from children. Why? For the jaded amusement of master neocheaters and professional mystics of Europe — the royalty of government and church.

Did that period represent the height of evil toward children? Not at all. Today comprachicos exist en masse around the world. And they are committing even greater crimes in creating less startling but more seriously mutilated children than their 17th century counterparts. Yet, their mutilations are more easily ignored. And, yes, even accepted by the mystical-blinded public:

Who are the modern-day comprachicos? And what forms are their mutilations? One group specializes in deforming the outer body while permanently damaging the internal organs. They produce adults incapable of experiencing happy, healthy, romantic lives. Those modern-day comprachicos habituate, for example, ice-cream parlors. In great numbers, those comprachicos gorge children with macro doses of the most widely destructive of addictive drugs — sugar. An addictive sedative, sugar exhibits profound, long-range toxicity toward the human body and its organs. Sugar gradually and irreversibly damages the metabolic system and internal organs while bloating the body into unwholesome, grotesque shapes.

Those who are producing unhappy, sugar-addicted children by mutilating their bodies while damaging their organs are committing crimes more destructive than most child-molestation and child-crimes. Moreover, those modern-day comprachicos are more culpable than their 17th century counterparts. The original comprachicos kept their children relatively healthy to achieve better market prices. They did not damage the children's metabolism or internal organs. Also, those 17th century

comprachicos mutilated other people's children for money. But, the modern-day comprachicos mutilate their own children for nothing more than rationalizing their own overweight or self-esteem problems in defaulting to destructive mysticism.¹

Can anything worse be done to children? Yes, something worse is being done everyday to millions of children: By nature, a child's mind is honest, innocent, and struggling to understand and integrate reality. What happens during the most vulnerable, formative period in developing a child's thinking and integrating ability as well as that child's competence, knowledge, honesty, integrity? Most parents and other adults traumatize and cripple that child's tender mind with heavy doses of mystical dishonesties. They do that by force-feeding the innocent child constant doses of blatantly dishonest religious or altruistic myths about spirits, Santa Claus and so on. Such dishonesties are the antithesis of knowledge, contextual facts, and justice. And such repetitive blows to the child's newly developing mind and character can inflict deep, permanent damage. Those dishonesties often induce the first unnatural steps toward becoming an unhappy mystic or a destructive neocheater. ...Nothing healthy is reflected in the innocent, reality-seeking child being intellectually devastated by such irrational dishonesties as religious myths and Santa-Claus lies.

But even more severe crimes against children occur on a grand scale in most public schools and universities today. The perpetrators of those crimes are the majority of educators and philosophers of this world. They implement those anti-educational ideas advanced at the turn of the century by master comprachico, John Dewey. Such educators methodically destroy the efficacy of the child's mind. By the millions, eager,

¹Go to the beach. Look at the couples over 30. How many still look healthy, trim, attractive? Maybe 5%, probably less. ...Most adults surrender life by surrendering to mysticism. Indeed, they often mutilate and destroy each other's bodies and happiness. They directly or indirectly encourage or cajole their spouses into destroying their trim, beautiful bodies. Such insecure people actually want their spouses to grow fat and unattractive. Why? With an unattractive spouse, a person no longer needs to exert the care, thought, and effort required to prevent losing an attractive spouse in the competitive arena of romantic love.

knowledge-seeking children turn into lethargic airheads or dishonest manipulators unable to achieve honest prosperity and genuine happiness.

Moreover, those comprachicos supported by government-backed schools are busily training millions of children to live dishonestly — to live not by producing values for others but by cleverly usurping values from others. Indeed, they are training children to become mystics and neocheaters. For, those modern-day comprachicos must keep generating more mystics and neocheaters in order to perpetuate their big-lie survival hoaxes based on mysticism.

Who will protect innocent children from those crimes? Neo-Tech can and will eventually protect children from such crimes. And every Neo-Tech reader can help protect children by publicly identifying those modern-day comprachicos who carry out their mind/body mutilations in full view of a silently accepting public. The Neo-Tech reader can openly identify the damage being done to innocent children, particularly those children trapped within the public education system.

Advantage #85

REJECTING MYSTICS AND NEOCHEATERS

A Neo-Tech Protection Kit is available from the Kenneth A. Clark Memorial Office. The kit provides many specific, real-life examples and letters that show how Neo-Tech jettisons mystics and neocheaters. For example, the following letter illustrates an attack by neocheaters and how Neo-Tech effectively dismisses such neocheaters:

Mr. Paul L. Douglas, Attorney General
Department of Justice, State Capitol
Lincoln, Nebraska 68509

Dear Mr. Douglas:

Important to your future is understanding the enclosed letter from Mr. Thomas P. Vlahoulis of your Consumer Protection Division. As Nebraska's Attorney General, you are responsible for the actions of that Division and its use of taxpayers' money.

Please carefully read that letter, for it is under your name: Does Mr. Vlahoulis, you, or anyone in your Department of

Justice have a single, concrete complaint about the Neo-Tech Research and Writing Center or any of our publications? If so, we request that you immediately inform us. For, we want to know exactly what the complaint is and who is making it. We insist on our basic right of knowing and facing our accuser so we may respond fully.

And very important, Mr. Douglas, why exactly is your Department of Justice gratuitously intruding into a publishing company with an inquisition directed at its writers and sources? What exactly is Mr. Vlahoulis implying or presuming, and on what basis? And what is the idea of his threatening us while remaining secretive in vaguely implying that the inquisition arises from “information forwarded by a concerned citizen”?

If someone has a complaint, then out with it so we can respond. Indeed, has Mr. Vlahoulis or anyone in that Division ever received even a single complaint? And what about the thousands of happy Nebraskans who have benefited from Neo-Tech? ...Just who is complaining and why? Or is Mr. Vlahoulis merely acting on someone’s specious attack on values?

If no complaint based on fact exists, then I submit that Mr. Vlahoulis is consuming taxpayers’ money in creating bogus jobs by conjuring up problems where none exist while sapping valuable time from innocent value producers. If that be the case, is not your Department committing a double-edged fraud under the aegis of “consumer protection”?

What would the citizens of Nebraska think about spending their tax money on harassing value-producing writers in the name of “consumer protection”? What would Woodson Howe, editor of the Omaha World-Herald, or Tom White, editor of the Lincoln Star, say about your arbitrary threats aimed at a publisher of ideas? ...Ideas that will collapse mysticism to benefit everyone except the neocheaters.

Through the philosophically oriented books and articles developed by the Neo-Tech Research and Writing Center, we have delivered objective, long-range values to over a million appreciative individuals in all 50 states and over 140 countries. Still professional mystics and neocheaters who are threatened by Neo-Tech always attack it, often vehemently, often imploring government authorities to stop our publishing activities. But, as

they sooner or later discover, such attacks always backfire. For, we utilize all their attacks to our benefit. Indeed, their attacks directly enhance our business objectives of collapsing mysticism to eliminate neocheating. Moreover, their attacks are published and marketed in our Neo-Tech Protection Kit. That kit lets honest, productive people specifically identify and then forever dismiss those mystics and neocheaters who foment dishonest attacks on value producers.

We are resolutely principled and never knowingly yield to actions that are wrong or unfair, no matter what the cost. Indeed, over the long-range we build strength through a loyalty to honesty. And that means standing up to and publicly exposing neocheaters wherever we encounter them.

In addition to the definition of neocheaters on the second page of our enclosed statement of principles, I ask you to read the third page concerning our policies toward neocheaters. That policy includes never knowingly doing business, regardless of dollar losses, with those who live by force, threats, or fraud.

Enclosed are samples of letters from Neo-Tech owners. As you can see in the inset on the second page, various mystics and neocheaters fear Neo-Tech so much that they stridently threaten us, even with physical harm. Some have physically threatened our writers and some have tried to carry out their threats. That is one reason we shield and protect our writers. Additionally, all our sales literature openly displays a printed warning requesting professional mystics and neocheaters (e.g., clergymen and politicians) not to buy anything from us. For, we will not knowingly do business with any value destroyer. We reject their orders and never want their business.

But above all, we as everyone in America are protected by the First Amendment. And we as everyone in America can freely publish our ideas without anyone's permission or license no matter how many authorities, mystics, or neocheaters object, including those in government, including you, your Department of Justice, and Mr. Vlahoulis.

That raises the question of why I spent the time identifying the nature of Mr. Vlahoulis' actions. Am I letting your value-destroying minions consume my time needed to produce values for others? No, not at all. For I am a writer, researcher, and

editor whose single, long-range responsibility is to develop and publish those identifications that will reveal and eventually eliminate dishonest mystics and destructive neocheaters — in and out of religion and government.

Indeed, every destructive action integrated with Neo-Tech generates material for future publications. Those publications are dedicated to eliminating mystics, neocheaters, and their 2000-year hoax used to pillage value producers. For once free of mystics and neocheaters, society will be free of parasites and bureaucratic value destroyers. Then all people will be free to earn full prosperity, personal happiness, and romantic love.

And now a most important note. A personal note offered in goodwill to you, Mr. Douglas: I ask you to take the following step that will bring you and the public great benefits, now and in the future: Although we do not sell Neo-Tech to mystics, neocheaters, politicians, the clergy, most lawyers, certain academe, and others listed in our policy statement, we invite you to leave politics, acquire Neo-Tech knowledge, and join in the ascent of man and woman to guiltless prosperity, happiness, and romantic love.

If you arrange to leave politics to produce marketable values for others, I could arrange for you to purchase Neo-Tech as we have occasionally arranged for other nonqualifiers. But first you must desire to abandon neocheating in order to pursue a happy, productive life. So please let me know if you are interested in this new direction. For, we can help you. With Neo-Tech, you can be infinitely happier than working toward the next election.

Sincerely,

John Flint
Director of RIBI

Note: Several months after receiving this letter and failing to accept its benevolent offer, Attorney-General Paul L. Douglas was impeached and later indicted for perjury and obstruction of justice.

POWER, PLATO, ARISTOTLE, AND NEO-TECH
A 2500 YEAR-OLD RIDDLE SOLVED

For 2500 years, citizens from ancient Greece to modern America have sought to understand and judge those holding or seeking public power. The higher, more powerful the “authority”, the more attention focuses on trying to judge that “authority”. In fact, attention expands geometrically on ascending the power scale to the president of the United States (or to the Pope). Yet, a consistent, reliable standard for judging power and authority has until now remained a riddle.

That riddle is solved by applying two metaphors: (1) Knowing the material world around us requires understanding the smallest atomic units. And (2) knowing the cosmos above us requires understanding its primordial origins. Now apply those two points to authority and power: (1) Knowing authority around us requires understanding the smallest authoritarian units. And (2) knowing the power above us requires understanding its philosophical origins.

Understanding the Smallest Unit of Authority

Understanding authority begins by traveling far from the great concentrations of government authority — traveling away from the eastern megalopolis, west to the small desert city in Western United States. By putting a microscope on that oasis of population, one can focus beneath its few, simple layers of authority. One can focus beneath the mayor, past the city council and paid government employees down to an unpaid, appointed planning commission. And finally, one can reduce that commission’s microcosm of authority down to its most mundane exercise of authority — the granting or denying of a minor zoning variance to a lone, uninfluential individual with a modest home needing a second bedroom for his family.

That property owner duly completed the proper forms, submitted blueprints, paid the filing fees, and presented the facts to the planning commission. He explained why variance was necessary not only to better the property, but to preserve one of the largest elm trees in the city. The owner detailed how alternative plans without the variance would neither be practical

nor best serve the neighborhood. In addition, a professional urban planner (hired by the commission) found no problems or objections to the variance. He also concurred that well over half the homes in the neighborhood already had structures built in greater variance to the zoning ordinance than the minor variance requested.

Moreover, unlike the surrounding structures, the proposed structure was designed to beautify both the owner's home and the neighborhood. In addition, that would be done entirely at the owner's expense while providing local employment. And most important, a two-week notice posted on the property, an advertised notice in the local newspaper, and written notices mailed to all homes surrounding the proposed property improvement brought not a single objection. In short, everyone logically concerned supported the variance.

On concluding the hearing, the members seemed ready to approve this minor, routine variance. But then spoke a younger commissioner, a stocky, flush-faced government environmentalist living in a wealthy neighborhood atop a hill, far from the property owner. He turned enough to observe the property owner from the corners of his eyes. Then with twitching jowls, he stated that the property owner's needs and desires meant nothing in his considering the variance. He then cited three ambiguous, ordinance clauses with arbitrary interpretations — impossible interpretations that no home owner could ever satisfy. ...He chose the exercise of power for the sake of gaining unearned power by destroying the creation of values.

In prompt rebuttal, spoke an older commissioner. A trim, leather-faced workingman living in the same modest neighborhood as the property owner, he pointed out that no objective reason to deny the variance existed, especially after everyone in the neighborhood and all others who could possibly be concerned approved. ...He chose the creation of values over the exercise of power.

To fully understand the profound difference between those two commissioners, one must know that they are appointed by politically elected officials and meet four hours each month without pay. If they receive no pay, what do they receive? They

receive political power and civic recognition with little expenditure of time and effort. Thus, the motivation for such people entering the world of government authority varies between political enhancement and civic achievement. From those beginnings, from that political atom, emerge two types of people: One desiring to gain power and a political future by destroying values. The other desiring to enhance the civic needs of the community and its citizens by protecting values. ...The first type gains authoritarian power by destroying values of others; the second type resists authoritarian power by protecting values of others. The first type consists of bad-intentioned value destroyers. The second type consists of well-intentioned, but misguided value producers.

Understanding the Philosophical Origins of Power

The first type subconsciously orients around Plato's philosophy — a subjective, mystical-based philosophy. The extent a person adopts Plato's views is the extent that he or she holds that:

1. Standards for morals and ethics are products of changeable opinions rather than products of objective reality.
2. Power is to be used as an end in itself to determine who through their "wisdom" (through their feelings, whims, wishes, "intuition") should rule or control others.
3. Facts, honesty, and logic are relative, arbitrary, disposable.
4. Principle does not matter: ends justify the means.

By nature, Plato nourishes not only all despots and dictators, but politicians and bureaucrats at all levels of government. Plato justifies the striving for power at the expense of the rights, property, and life of others. Plato provides the rationalization for all laziness, dishonesty, and value destruction — for all subjective, unjust non sequiturs and actions used to usurp power and values from others. According to Plato, the rights and needs of individuals are secondary to any external "authority's" desire to usurp values and power. Indeed, Plato assigns virtue to

sacrificing individual rights and needs to *any arbitrary “higher cause”*, “higher power”, or external “authority”. ...Thus, Plato is the philosophical father of mysticism and neocheating.

The second type subconsciously orients around Aristotle’s philosophy — an objective, reality-based philosophy. The extent that a person adopts Aristotle’s view is the extent he or she holds that:

1. Standards for morals and ethics are products of objective reality rather than products of changeable opinions.
2. The well-being of society is enhanced to the extent that individuals are free to produce objective values for themselves and others.
3. Facts, honesty, and logic are absolute, unchangeable, eternal.
4. Principle matters: ends do not justify the means.

By nature, Aristotle nourishes all value producers. The Aristotelian-oriented person has a loyalty to honesty. That person strives to avoid acting on whims, feelings, or wishes. Instead, that person strives to identify and integrate contextual facts in order to act in a rationally consistent manner that generates maximum values for others. Thus, Aristotle is the philosophical father of business and Neo-Tech.

Making Judgments

While most people outwardly exhibit mixtures of Platonistic and Aristotelian views, everyone holds a dominant view of life that is either Platonistic or Aristotelian. Once the Platonistic and Aristotelian views are understood, the dominant view of most individuals becomes evident. With that understanding, one can detect the philosophical core of anyone seeking or holding government power — from the president of the United States to a planning commissioner of a small desert town.

Now, after 2500 years, an objective standard exists to judge power and authority: Who should hold government power over the life, property, and freedom of individuals? A person with Plato’s view or a person with Aristotle’s view? The answer is...neither.

The Neo-Tech View

All forms of external power or authority undermine the

productive, self-responsible nature of human beings. Thus, all such authority is bogus and eventually harmful to everyone. No person, group, or government has the right to deny *or* grant permission for individuals to use their own earned property in ways not infringing on the life or property rights of other individuals.

Note: After sending this report to members of the city council, the property owner proceeded to build the room *without* permission or interference from the “authorities”.

Advantage #87

FREEDOM, RESPONSIBILITY, AND PROSPERITY

Mystic-free individuals who think and act with full-context integrations can easily retake power usurped by the mystics and neocheaters. And a mystic-free, Neo-Tech person can always outcompete those hampered with mysticism in personal and business endeavors. To consistently act in the *rational* interest of self, others, and society requires mystic-free thinking and actions in concert with fully integrated honesty...which is Neo-Tech.

With Neo-Tech, people can free themselves of the life-stunting oppression imposed by external “authorities”. Once free, Neo-Tech people become totally responsible and accountable for their own actions and, thus, gain full control of their own lives and well-beings. Only with that responsibility and control can individuals be of maximum value to others in producing values. But those ideas of freedom and responsibility contradict the premises of both conservatives and “liberals”. All such advocates of government control claim that individuals must in various ways be controlled by force or coercion to keep them from hurting themselves and others. And that is the greatest of all myths.

That great myth begins by omitting the adjective *rational* from the words *self-interest*. Such an omission allows one to falsely imply that free individuals will normally pursue *irrational* “self-interests” such as fraud, theft, assault, rape, murder if not controlled by government force or regulations. Irrational actions are always destructive to a person’s self-interest, thus, are contrary to human nature. Irrationality, by nature, *never* works to the well-being of anyone. The human organism, as any living organism, if unfettered and free, works by nature toward the long-

range *best* interest of everyone.

Similarly, every cell and organ in one's body freely functions toward its own well-being in order to deliver maximum benefits to the entire body. Cells and organs do not sacrifice themselves to other cells and organs. If they did, the entire body would die. Likewise, individuals free to function toward their own rational, nonsacrificial self-interests will achieve maximum prosperity for themselves, others, and society. If they allow themselves to be sacrificed, everyone loses except the neocheaters promoting sacrifice of others to their destructive, self-serving "causes".

Free, unsacrificed individuals provide the maximum benefits to others and society. But that is not the reason why government force and coercion against individuals by nonproductive mystics and neocheaters are morally wrong. Independent of the practical benefits, the principle stands: Each individual has the inalienable right to his or her own mind, body, and earned property regardless of those benefits that naturally accrue to others and society. No one can ever rightfully own or morally take any portion of another individual's life or earned property.

Freedom and property can be taken from an individual in only one of two ways: (1) by his or her consent (moral), (2) by initiatory force, threat of force, coercion, or fraud (immoral). All governments throughout history have immorally usurped individual freedom and property from their citizens by initiatory force or the threat of force. And that theft is always done under the Platonistic rationalization of serving some common "good" or "higher" cause.¹ All governments today initiate force or threats of force to deprive their citizens of their property, prosperity, freedom, happiness. ...While everyone has the right to use self-defense force, no one or no government has the right to initiate force or threats of force against anyone, for any reason, under any circumstances.

Why do certain people such as politicians, thieves,

¹By contrast, no higher good or cause can logically exist in this universe than the individual conscious being. For each individual, what could possibly be more important than his or her own one-and-only life? Nothing can, could, or should be more important. Indeed, without the conscious life of individual beings, existence itself would have no value or meaning.

theologians, social intellectuals, many media people, most lawyers, most professors, and all other professional value destroyers seek to live by force, fraud, deception, or coercion? Why do they seek to live by usurping values from others rather than to live by producing values for others? One discovers the answer by stripping the layers of rationalization from such people. Beneath those layers is a lack of maturity and self-esteem, a lack of self-responsibility and independence, a lack of honesty and effort. For they made a secret choice to be dishonest, lazy, and dependent on others for survival — a secret choice to avoid the constant integrated efforts needed to contextually understand reality. And such honest, contextual understandings are needed to produce competitive values desired by others.

Also, professional mystics, neocheaters, and other value destroyers hold various degrees of secret fear and envious hatred toward the value producer. After stripping away the various rationalizations from those value destroyers, the same core — no matter how skillfully hidden — always manifests itself. That core is dishonest laziness: a default against the constant hard effort needed to competitively produce values that benefit others.

Self-responsibility, rationality, honesty, and effort are necessary for human well-being and happiness. To live as designed by nature, people must produce competitive, tradeable values (goods or services) that others desire and will voluntarily buy.¹ By contrast, the character core of mystics, neocheaters, politicians, and other value destroyers is dishonest laziness. Consider, for example, essentially all politicians are lazy, despite their often cleverly staged, look-like-work flurries. Those flurries of “work” are really nothing more than flurries of anti-productive machinations or ego-boosting power ploys. Such destructive machinations are the daily routines of dictators, prime ministers, and presidents as so starkly revealed in the putrefied personal lives of neocheating politicians as Lincoln, Wilson, Stalin, Hitler, FDR, LBJ. They are all soul mates concealing their mutual secret of laziness and living off the productive efforts of others.

¹How many free, honest, productive people would voluntarily buy the “services” of a politician, a bureaucrat, a dictator, or a social “intellectual”?

Most professional mystics and neocheaters are “liberal” oriented.¹ To live off the producers, those modern “liberals” must promote the false notion that human needs are human rights. They must promote their non-sequitur emotional hoax that being “compassionate” means forcing the value producer to fill their parasitical needs.

Gaining unearned values is the foremost concern of “liberals”. Yet, they constantly project that they are concerned about “higher values” and “compassion” for others. But their compassionate images are hypocritical shams. For, professional mystics and neocheaters are interested only in unearned power and bogus jobs so they can go through life living off the values produced by others.

Since professional mystics, neocheaters, and other value destroyers are not self-sufficient, they must spend their lives in a deceptive, resentful struggle designed to extract their material and emotional needs from the producer. Even those nonproducers who have inherited wealth are psychologically dependent on the producer. Those wealthy nonproducers must attack or undermine the producer to elevate their own weak egos and to camouflage their worthlessness.

Because of their parasitical nature, “liberals” are generally more destructive than conservatives. For, conservatives are often misguided value producers who live pragmatically — without consistent principles. ...But also, some of the most clever neocheaters adopt conservative, free-enterprise images to dupe the producer into surrendering his or her earned power and self-esteem.

Conservatives generally promote material and economic freedom. But, to gain their unearned power, they want government to control morality and ideas. Most “liberals”, on

¹“Liberal” is placed in quotes because those who are called liberals today are the opposite of the past, classical liberals who represented anti-force, pro-individual ideas. Modern “liberals” do not have good intentions. They are anti-individual, anti-intellectual, pro-government-force reactionaries who have dishonestly usurped the label of “liberal” to create illusions of respectability and validity. Yet, they are nothing more than dishonest, immature people with criminal minds who survive by stealing power and values from the value producer.

the other hand, appear to promote freedom of ideas such as free press, academic freedom, no censorship, freedom in the arts. Ultimately, however, that freedom is granted only to those who support their usurpations. For, to survive, “liberals” need governments to usurp money and values earned by others. ...What about “middle of the roaders”? They favor various mixtures of government control over individual minds, morals, bodies, and property. ...They are little more than pragmatists with no principles.

Only Neo-Tech people reject *all* usurpations, use of force, and gun-backed controls over individuals. For Neo-Tech people orient exclusively around individual rights, not fake human rights. Both conservatives and “liberals”, on the other hand, orient around two areas of false government power. Those separate areas they arrogate for themselves are: (1) controlling the mind and moral realms for the conservatives, (2) controlling the body and material realms for the “liberals”. ...Only Neo-Tech people want to control no one in any way. They have no need or desire to control the spiritual or material realm of anyone. They recognize everyone’s sovereign right to both realms.

The link between big business and laissez-faire capitalism is largely a myth originating from Kar Marx’s anti-intellectual canards in his book *Das Kapital*. Consider that laissez faire is a French phrase meaning, “to let do”, or “to let people do as they choose”. Thus, laissez-faire capitalism means neither pro big business nor anti big business, but means simply individual freedom. Yet, today, most chief executives of large stagnated businesses are anti laissez-faire. Indeed, many entrenched CEOs support fascist concepts of big government. For such concepts utilize force-backed government regulations needed to protect their jobs and businesses from more competent, harder-working entrepreneurs and foreign competitors.

Laissez-faire capitalism simply means no government control over individuals and their property — a Neo-Tech atmosphere. Within such an atmosphere, individuals are free to create and build businesses, including big businesses, even monopolistic big businesses. Within that laissez-faire atmosphere, government would have no power to support big businesses or protect

monopolies (e.g., many banking, utility, and communication companies are monopolies protected by government force). Without government protection or assistance, big businesses and monopolies could exist and grow only by continually delivering better values than anyone else. Whenever any monopoly failed to deliver maximum values, the free-market dynamics in the absence of government controls would cause that monopoly either to deliver better values or yield to others delivering greater values. ...Market dynamics free of government controls will sooner or later collapse uncompetitive or harmful businesses, monopolies, or cartels.

Companies, businesses, industries, and monopolies are not detached entities, but are composed of individuals who function through individual thoughts and actions. Business entities are the property and extension of individual human beings. Thus, businesses possess the same inalienable rights of free action and ownership of earned values as individuals. Also, individuals and their honest businesses exert power through peaceful voluntary free choices, not through force, coercion, or deception as do professional value destroyers in or out of government.

Most government agencies ultimately exist through force, coercion, or deception. Thus, such agencies that depend on threats and force have no moral right to exist. Those agencies are in reality coercive engines of antisocial actions.

Governments are colossal mystical frauds that usurp power and values by force-backed laws and regulations. And those usurpations are used to further violate individual and property rights. Such destructive processes keep building and feeding on themselves. ...All value producers would benefit greatly without such governments.

Today, upper management of big-business is increasingly controlled by altruistic, neocheating “businessmen” who apologize for the business they now control, but never built¹ [Re: Neo-Tech

¹Essentially every big business was originally created and built by an honest, heroically productive individual such as E. I. du Pont, Henry Ford, Andrew Carnegie, Thomas Edison, John D. Rockefeller, Harvey Firestone, and other industrial supermen. Such men are the true benefactors of working-class people, of value producers, of society and civilization. For those industrial

(footnote continued on next page)

IV]. Those altruistic “businessmen” are usually fascist oriented. For they use government force to shield their businesses from competition. Indeed, they promote anti-capitalistic legislation, regulations, and controls. The unspoken policies of those executives are to gain government favors and to encourage government-forced regulations that block more competent competitors and diminish or halt superior-value imports. Such executives realize that, without government interference, the free-market competition would eventually eliminate their jobs and their poorly managed businesses that they have drained through harmful government-approved, socially oriented “business” policies.

Government-corporate collusions inflate prices, lower quality, block competition, and are the antithesis of free enterprise. Indeed, the greatest enemies of free enterprise are not the

(footnote continued from previous page)

supermen intensely pursued the moral objectives of benefiting their customers, workers, managers, and investors by delivering spectacular values to society at ever lower costs. Those creative, productive individuals contrast sharply with destructive, media-made “heroes” such as the Lincolns, FDRs, Naders, Kennedys, and other such bad-intentioned nonproducers who survive by attacking and harming value producers, their products, their businesses.

While never honestly acknowledging those who produce great wealth and values, the “liberal” or neocheating journalists and writers often praise the wealthy, nonproductive scions of past industrial heroes. Neocheaters especially praise those immature, nonbusiness-like “philanthropists” who dissipate inherited wealth such as Henry Ford III and Nelson Rockefeller. And those same journalists and writers attack nearly every major value created by outstanding businessmen, scientists, and industrialists. For example, under such guises as ecology, consumerism, or “compassion”, the “liberal” media attack, often with rabid envy, the greatest, most heroic values created by conscious beings. Such outstanding values attacked include the automobile, the computer, the drug industry, the petroleum and mining industries, and America’s magnificent food processing and distribution systems. At the same time, the “liberal” media are quick to praise progressively meaner values such as the car pool, the abacus, folk medicine, hand-made goods, growing one’s own food. They promote those kinds of unheroic, mean values under good-sounding non sequiturs as returning to basic “values”, returning to hand-made quality, returning to nature.

socialists or “liberals”, but are those business leaders who collude with government to consolidate their power without having to earn that power in a competitive, value-producing atmosphere.¹

Perhaps the most evil collusions occur between neocheating executives of large companies and government bureaucrats in promoting envy-motivated antitrust laws. Those immoral laws are designed to penalize the most competitive companies and productive businessmen. But increasingly, the growing number of Neo-Tech executives will rid the corporate world of those government-colluding executives who neocheated their way to unearned power through force-backed laws, regulations, and controls. [Re: Mark Hamilton’s “Ending the White-Collar Hoax” (Pincer #2) published by Neo-Tech.]

Advantage #88

NEO-TECHING BUSINESS

Neo-Tech IV reveals the malevolent destruction of altruism as opposed to the benevolent productivity of business. Neo-Tech IV also demonstrates how neocheating executives are today undermining many great corporations. They can often hide their destructive drain of assets for many years by continually shifting long-range efforts into increasingly shorter-range pay-offs that keep profits growing while concealing the eventual, dead-end quality of such profits.

If altruistic chief executives are taking over major corporations and causing their long-range demise, who then is left to stop the neocheaters’ continued consumption of business? Who will lead the way to a society in which mysticism and the resulting neocheating are eliminated? Who will uphold the productive

¹An example of a big-business, conservative publication that effectively works against free-enterprise and Neo-Tech principles is *The Wall Street Journal*. Its editorial policy is pragmatic (not based on principles) and often advocates the use of government industrial policies, controls, regulations to “help” those big businesses controlled by lazy or incompetent management. Such an editorial policy is basically dishonest and fascist oriented, which is ultimately backed by guns. ...By contrast, the Journal’s sister publication, *Barrons*, is basically honest and free-enterprise oriented, which is ultimately backed by free competition.

individual as the highest value? Who will lead the way to a society in which prosperity, happiness, and biological immortality will reign supreme among human beings?

The answer is today's growing army of value producers who are becoming knowledgeable about Neo-Tech. For such people hold genuine power as identified in the Epilogue in Neo-Tech IV. That Epilogue is from a report titled, "The Fundamental Principle that Determines the Long-Range Common Stock Value of a Corporation". And that report points the way for creating great, long-range wealth within any productive corporation. One key necessity is to establish an Industrial-Philosophy Department responsible for making major actions consistent with the principles of fully integrated honesty (Neo-Tech). ...Neo-Teching business policies and actions inject vitality and profitability into companies, large or small.

Neo-Teching the World of Mystics and Neocheaters

Neo-Tech traps professional mystics and neocheaters in their world of big lies. Neo-Tech reveals the exact opposite to what most people have been led to believe by mystics and neocheaters. For example, how many people realize that:

1. The media-labeled, 19th century "robber barons", such as the transcontinental railroad builder Jay Gould, were heroic value producers who enormously benefited the working class and society — more so on net than all the politicians, clergymen, and Nobel peace laureates who ever lived, combined.
2. Despite Charles Dickens' burning intentions to depict the contrary in his Christmas Story, the most honest, moral, productive, and happy character is Ebenezer Scrooge. That is until the mystics and neocheaters guilt-tripped him into becoming a maudlin altruist who as a result would eventually ruin his business and destroy the livelihoods of many who had attacked him.
3. The political/religious/media axis have built the highest reverence and respect for some of the bloodiest, most morally perverted, but most brilliant succession of neocheaters in the history — the popes and cardinals. And with bizarre irony, those men, by competitive necessity, were and are closet atheists. In

fact, the entire upper hierarchy of the most powerful religion (or of any powerful religion or other neocheating organization) would have to be closet atheists in order to be aware, competent, and competitive enough to achieve their power.

On knowing the nature of neocheating, one fact becomes compellingly obvious: To successfully impose such an ingenious, big-lie, 2000-year hoax continuously on millions of confused, mystical-accepting victims, all popes and cardinals could not be intellectually crippled with the disintegrated thinking of theism. For any high-ranking Catholic official believing his own mystical propaganda would be (1) too benighted to outmaneuver the fierce competition vying for power, and (2) too unaware and incompetent to orchestrate such a mighty hoax. Thus, all popes, cardinals, and probably most bishops would have to be atheists to be aware enough for attaining their positions of power. Also, theists would be too naive, unaware, and uncompetitive to perpetuate for centuries such a cleverly integrated hoax. ...Only those who saw through their own promulgated mysticism would be aware and competent enough to win the fierce competition for the positions of power occupied by popes and cardinals.

4. Only a small percentage of university professors today are intellectuals. Genuine intellectuals use their minds rationally, honestly, productively. Most university professors today are fake intellectuals who use their minds cleverly, dishonestly, and destructively to hold their bogus jobs. They are professional neocheaters. Thus, even the most “famous” of such professors, even Nobel laureates, do not produce net values. Instead they wreak great damage on the minds of their students. ...Neo-Tech will bring a worldwide purge of such university professors.

Great intellectuals exist in every major area of productive human activity. Genuine intellectuals are those businessmen, industrialists, scientists, engineers, artists, musicians, and educators who advance their profession by using their minds honestly in working hard through rational actions. A rational, hard-driving, successful mining engineer, for example, is highly intellectual in mining, but may not be highly intellectual in English literature. At the same time, a university professor of

English literature is probably not highly intellectual in mining. Indeed, he may be incompetent to function intellectually in any area of business. Perhaps he is even incompetent in English, especially if he or she is a low-effort, laid-back, tenured professor living off taxpayers. Such professors damage students' minds by using non sequiturs to attack the potency of the logical mind, reason, heroic value producers, and their life-giving products.

The only difference between intellectualism in the business world versus intellectualism in the academic world is that performance in business is much easier to measure and thus more difficult to fake. That is why the academic world accumulates such a high percentage of lazy charlatans and clever pseudo-intellectuals compared to the business world. Those charlatans and pseudo-intellectuals cannot survive in the business world. For, through their fake jobs cleverly designed to camouflage their laziness and dishonesty, they have become uncompetitive and incompetent. Still, they can fake lifelong careers in the academic world. And as long as mysticism and altruism dominate philosophical thought, such pseudo-intellectual neocheaters will proliferate throughout the academic world.

5. The many pseudo ecologists and self-appointed "consumer advocates" today are not interested in protecting the environment or human beings. Deceptively hidden behind their neocheating non sequiturs and destructive work is a contempt for human life and happiness. They use ecology and consumerism as tools of demagoguery, often with the goal to cripple and eventually eliminate the benefits of technology, industry, and free enterprise. As a result, many valid ecological problems are obscured, confused, and remain unsolved. Moreover, the long-range destructiveness of such neocheaters is surfacing in many areas. For example, consider Rachel Carson's decades-old book, "Silent Spring": Its specious charges and unscientific conclusions caused the banning of DDT, which in turn caused a resurgence of malaria in Asia and Sri Lanka at the eventual cost of perhaps a million lives — lives of human beings, not birds or fish. Yet, people will never find those facts among the neocheating academe and media.

With government banning of DDT and other pesticides, the mosquito and insect populations burgeoned along with a

proportional rise in “ecologist” caused famine and disease such as malaria and encephalitis. In addition, those irrational bannings have decimated trees and crops in the United States and around the world. The banning of DDT has also lowered the world standard of living by billions of dollars per year in crop losses and expenses. That, in turn, significantly increased third-world inflation, hunger, suffering, famine, and death. All that human death, destruction, and suffering starting from the handiwork of just one “ecologist” needing to feel good by boosting her pseudo self-esteem with dishonest non sequiturs. [For more details, see Advantage #90.]

An even more destructive breed of neocheaters exists who methodically decrease the living standards for everyone. That breed includes self-appointed, “consumer-advocate” demagogues epitomized by Ralph Nader and his raiders [Re: Or. De Toledano’s book, “Hit & Run”, Arlington House]. In the long run, their destruction surpasses that of even the murderous bannings of DDT and cyclamates (see Advantage #90). For the real targets of those “consumer advocates” are the value producers from which come all life-enhancing values. Moreover, the pervasively destructive work of Nader sets up the psychological conditions for unjust attacks on great value-producing companies such as Union Carbide:

Years ago, a great benevolent company, Union Carbide, was excoriated and threatened with extermination by the neocheating media and politicians for a tragic *accident* in India for which the Indian Government itself was responsible. The Indian politicians arbitrarily and irrationally forced Union Carbide to hire incompetent, distrustful nationals who were unable to perform even basic security-control operations. Such forced interference by government neocheaters left Union Carbide unable to properly protect its business from sabotage by envious, anti-business value destroyers. That sabotage at Union Carbide *for which the Indian government was responsible* left 2500 dead — the worst industrial “accident” in history.

But that tragic loss of life was minuscule when compared to the routine, purposeful slaughter by political neocheaters. To the “liberal” media, the murder of 2500 people by their Marxist soul mates would hardly be newsworthy — too common, too minor,

too routine, not really that bad.

Such examples starkly contrast the good of business people to the evil of political or government neocheaters. The loss of life from the worst industrial *accident* in history is little more than a casual day of slaughter for totalitarian neocheaters. For example, at the same time that Union Carbide was being excoriated by the dishonest media for sabotage that was not even the company's fault, no media outrage arose toward Marxist murderers in Ethiopia who were *purposely* starving to death millions of innocent men, women, and children they considered politically troublesome. Instead, the media were going through news-twisting contortions and telethon spectaculars in trying to falsely show the cause of that coldly calculated mass starvation was a drought rather than their soul-mate Marxist-Leninist politicians. They were mass murdering so they could feel big, feel important, feel unearned power. They were mass murdering by purposeful starvation, just as Stalin did two generations before in the Ukraine.

Advantage #89

PROTECTION FROM GOVERNMENT DESTRUCTION

People build. Governments destroy. Who really needs governments? Productive individuals always suffer a net loss from mystically conceived, force-backed governments. Such governments diminish everyone's values, earnings, life. They survive by always expanding their unearned power. And they expand that power by increasingly transferring the earnings and property of the producer to the nonproducer by force, threats, coercion, fraud. Thus, governments and politicians, by nature, can offer only life diminishment as they continually increase their force-backed demands on the value producer. At the same time, they aggressively finagle respect and adulation for their destructions through non sequiturs and fake altruistic catchwords such as "compassion", "the heart", "humanitarian", "human right". But never do they mention the only valid points — individual rights and competitive value production.

To psychologically survive, politicians must garner praise for their usurping values from others without producing values for

others. They use the handy, “goodness” gimmicks of altruism to make their destructive actions seem “good”, “compassionate” and “humane” while hiding the criminality of their destructions. Such is the nature of political neocheaters and their media, academic, and religious collaborators. For that reason, effective business people who exist by producing values for others have no desire, time, or reason to diminish their lives by becoming politicians or other neocheaters who exist by usurping values from others.

All political, religious, academe, and media neocheaters destroy the personal property and individual rights of others through escalating usurpations from value producers. Without Neo-Tech to stop the neocheaters, they would eventually dissipate all productive wealth and individual freedom, causing a worldwide economic collapse with an enormous loss of human life, well-being, and happiness. [Re: Table 53, Neo-Tech Reference Encyclopedia shows how to protect property and happiness from government destruction.]

The need to protect oneself from neocheaters reveals another destructive effect of mysticism: Government neocheaters usurp values for themselves and their parasitical soul mates. As the neocheaters attack and usurp those values, the most productive citizens are drained of investment capital, creative energy, individual freedom, and irreplaceable time. Those producers must increasingly struggle to protect themselves, their loved ones, their property, their means of production, and especially their time from the ravages of government value destroyers. More and more valuable time, capital, and effort are wasted in:

1. following destructive bureaucratisms and irrational government regulations, and
2. studying, paying attention to, and speculating in nonproductive asset protectors, tax shelters, and inflation hedges such as gold and silver.

Many people go broke through such speculations, especially those who act mystically. For example, the libertarian movement was broken by acts of self-mysticism — by those acting on emotions of economic revenge and wishful thinking in hopes of acquiring effortless wealth through leveraged gold and silver

speculations.

With such speculations come the unhappy emotions that accompany disaster-oriented speculations. Those emotions include hoping for economic collapse, crop devastation, mass destruction, war, or other major disasters in order to have those speculations “pay-off”. ...Buying gold on margin and hoping for war and other catastrophes is an unhappy way to live.

Also, people increasingly lose concentration on their productive work as they follow their speculations. Producers become unproductive speculators¹ as they increasingly look for easy wealth through speculation rather than through producing values with integrated thought and hard work. But in a Neo-Tech society free of neocheaters and destructive governments, all that time, energy, and capital would be channeled into uses that benefit the individual and society: Producers would spend more of their time and energy on producing values for others rather than on having to protect themselves from government value destroyers.

Governments are nothing more than groups of people. Many of those people are value destroyers who exist by usurping power and values from others to the harm of everyone and society. Some, however, do honest work in the government, especially in service areas such as postal, police, park, library, scientific, technical, military, intelligence. But all governments are controlled by neocheating politicians, bureaucrats, and lawyers living off the producer. Behind all their rhetoric about “service to society” and “working for higher causes” is their need to survive by usurping values earned by others.

Power usurped through government force gives neocheating politicians illusions of control over reality. They use those rationalized illusions to build pseudo self-esteem needed for psychological survival. Their need for unearned power grows from a base of laziness, immaturity, a lack of self-responsibility, and a desire for an easy route to “accomplishment” and “control”.

By contrast, self-sufficient producers such as successful business people earn genuine self-esteem through their own

¹Professional speculators, however, do deliver competitive values by making needed markets and stabilizing prices.

integrated thinking and hard efforts. They have no need for unearned power or usurped values. They have no desire to forcibly control the lives of others. That is why genuine value producers are seldom, if ever, interested in politics. ...Productive business people are too busy being happy, creative, and productive to waste their precious time on unhappy, destructive politics.

Earning major values along with long-range happiness requires an independent aloneness. Neocheaters, nonproducers, value destroyers, and politicians dread that aloneness. The glib politician, being psychologically and materially dependent on others for survival, has a desperate need to be among people, to buy their favor with tax money, and to become increasingly involved in their lives by increasing government control over them. ...The worst situation for the neocheater or politician is to be left alone, especially to be left alone to survive by his or her own efforts. By contrast, the value producer usually has no desire to get involved with the “public” lest his or her irreplaceable time for value production be wasted.

Perhaps the cruelest of government neocheaters are those “liberals” whose actions pass under the specious banner of protecting the elderly. For, their neocheating actions always end up draining the well-being, happiness, and earned savings of elderly people.

Most elderly people no longer have growing assets or competitive earning power. A large percentage of them have worked hard and honestly throughout their lives only to have government policies drive them into the inescapable trap of government dependency. They are further lured into that government trap by, for example, social-security policies that offer temporary relief from inflation only to be devastated by the next wave of inflation and a failing social-security system.

Government manipulations through taxation and inflation diminish the well-being and happiness of everyone. But those destructive manipulations especially debilitate elderly people dependent on the government for survival. For, governments subtly push their dependent elderly citizens toward unhappiness, suffering, early death.

Most elderly people deliver themselves into that dependency

trap by believing that government is a benevolent, positive force that will somehow benefit them in the present and help them in the future. The opposite is true. By nature, no one can ever look to any government for net benefits. Indeed, the essence of government is value destruction from which long-range benefits and values can never flow. Thus, one must always avoid government dependency to protect his or her well-being and happiness.

The unhappiness trap shuts when a person becomes dependent on government for needs. Once the trap is shut, that person's life turns downward with declining self-esteem, well-being, and happiness.¹ To avoid that trap, a person must recognize that government is by nature a destructive, life-negating force that should be avoided in every possible way. A person should never believe in, count on, or become dependent on any aspect of government for his or her present or future well-being. The only way to retain growing prosperity and happiness is to remain independent, self-sufficient, and commercially productive, *especially as one grows older*.²

The best asset for future prosperity and the best protection against government, mystics, and neocheaters is fully integrated honesty — or Neo-Tech. Indeed, Neo-Tech is the development of personal honesty, integrity, and the ability to perceive reality accurately in order to competitively produce values for others. Thus, the most valuable gift given to children and adults is Neo-Tech knowledge. For that is the knowledge needed to accurately perceive reality, to reject mysticism and neocheating, to develop personal integrity, and to competitively produce tradeable values

¹Innocence is what traps most honest, productive people. Believing that most people are basically good and honest (which is fact), productive people cannot grasp or imagine the inherently dishonest nature of governments. They can not grasp the immature, evil nature of neocheating politicians, bogus-job bureaucrats, and their agents of force who exist through camouflaged value destructions.

²Useless old age is neither natural nor inevitable for anyone, despite constant government inducement to become aged, retired, useless, and dependent on neocheating politicians for survival. [Re: Concept 114, Neo-Tech Reference Encyclopedia]

desired by others.

Conservative, libertarian, and most anarchist political movements offer no long-term protection from value-destroying mysticism and neocheating. In fact, such political movements eventually add to disorder and the destruction of values. For all of those movements are pragmatic and not based on fully integrated honesty. Thus, they only serve to tear down one destructive, mystical system while providing a starting point for an even more destructive, mystical system as happened in Russia, Nazi Germany, Red China, Cuba, Iran, Nicaragua.

Similar shifting forms of mysticism are happening in the United States. Such examples include those “liberal”-demagogue movements orchestrated to undermine rational efforts for national defense and self-protection.

In any case, the only certain, long-term self-defense protection from government — domestic and foreign — is to collapse the hoax of mysticism in order to eliminate its symbiotic, value-destroying neocheaters.

Advantage #90

GOVERNMENT DEATH MACHINES AND THE ULTIMATE BATTLE

All current governments depend on coercion and force. Thus, they are destructive to human life, productivity, prosperity, and happiness. The destructiveness of the United States government is implemented mainly through force-backed bureaucracies such as the BATF, EPA, FDA, FTC, INS, IRS, OSHA, and the SEC.

Consider, for example, the Food and Drug Administration (FDA): That bureaucracy has been responsible for the premature death of many thousands of people through its arbitrary, forced banning of such life-saving, free-choice discoveries as the cyclamate artificial sweetener. The palatable cyclamates effectively replaced the deadly poison of sugar to reduce caloric/ carbohydrate intake, obesity ailments, diabetes, heart-attack deaths for millions of people.

Such FDA value destructions serve only to satisfy some value-destroying bureaucrat’s need to feel important, to feel unearned power through destruction of human lives and values.

Also, the arbitrary banning or controlling of life-saving

products such as non-toxic pesticides, herbicides, food preservatives and additives, new drugs and medicines has caused death and suffering on massive scales.¹ In addition, FDA regulations on drug research and marketing retard or prevent the development of many life-benefiting, life-saving drugs, medicines, and devices while increasing research and development costs to prohibitive levels. Effective cancer cures, for example, would certainly have been developed years ago if research and business were free from regulations and controls. For, such freedom allows aggressive individuals and companies to openly pursue the full profit and achievement potential in discovering and marketing effective cures for cancer, AIDS, and other diseases.

Even more important, FDA regulations block the required risk taking, incentive, and business freedom required for rapid development of human biological immortality. [Re: See Neo-Tech V]

The blocking of human progress along with mass suffering and death are the natural results of government force. And government agencies are the instruments of such force. The essences of agencies such as the BATF, EPA, FDA, FTC, INS, IRS, OSHA, and the SEC are always destructive and their intentions are never good. Such agencies costing billions of dollars each year serve only to harm productive individuals and society. Indeed, those life-depriving agencies are subtle death

¹As shown in Advantage #88, the government-forced end to DDT alone is responsible for perhaps a million or more malaria deaths. Moreover, forced banning of pesticides, herbicides, and chemical preservatives is decreasing food productivity while increasing production costs, poverty, suffering, and starvation. [Re: J. Maddox, "The Doomsday Syndrome", McGraw-Hill] That irrational banning of valuable agriculture chemicals and food preservatives also causes greater food scarcity in famine areas to greatly increase worldwide malnutrition and starvation. The massive suffering and death in the name of protecting the environment or "doing-good" by government bureaucracies is documented in Grayson and Shepard's book, *The Disaster Lobby*, Follett Publishing Company. That book also demonstrates how advancing industrial and business technology free of government interference steadily (1) protects human life, (2) improves the environment — water, air, land — for human habitation, and (3) solves genuine ecological problems.

machines that are directly and indirectly responsible for more suffering and deaths than all wars of history. (Wars are also government sponsored.) Throughout history most governments with their use of force, fraud, and coercion begin as “legalized” protection rackets and always end as destructive engines of crime and death. Such governments operate under the rationalizations of protection, altruism, the social “good”, and “higher” causes.¹

Agencies such as the EPA and FDA often carry out their destruction through dishonest assertions. They assert, for example, that DDT or cyclamates might be “bad” for the ecology or cause cancer in animals. Then they expand their power with a job-creating bureaucracy to control or ban such substances. Usually those agencies hide their dishonesties with non sequitur “facts”. They often manufacture unscientific data developed from spurious research to “prove”, for example, that use of cyclamates might cause cancer in humans: Research on feeding megadoses of cyclamate diet sweetener to rats indicated that humans could experience bladder irritation or even tumors if they drank the equivalent of 700 bottles of diet soft drinks per day over an extended period of time. When, in fact, that amount of water alone (to say nothing of the immediately fatal amounts of sugar in less than 100 bottles of non-diet soda) would fatally break down the kidneys in human beings.

Still, the FDA used those non-sequitur, rat-feeding data to assert that cyclamates can be cancer-producing in human beings. The FDA then demanded that the producers prove that cyclamates do not cause cancer. Since a negative cannot be proven, the government neocheaters subsequently used their dishonest, non-sequitur data to ban the sale of cyclamates without any scientific evidence of harm to a single human being. At the same time, those neocheaters purposely ignored the wide-ranging, beneficial,

¹As the frauds of altruism and “higher causes” are identified and rejected by the value producers, the neocheaters will lose their unearned power. Once the value producers identify and reject mysticism, all fraud-based religion and force-backed governments will vanish.

life-saving effects of that artificial sweetener.

The FDA, EPA, or any other government agency never honestly attempts to prove their assertions. Rather, those agencies demand that the producers disprove their assertions. Their demands to disprove assertions or accusations contradict the concepts of honesty, objective law, and justice. Indeed, to demand proof of a negative undermines honesty by shifting the burden of proof away from the source making accusations (the neocheaters) to their victims (the value producers).

Without the burden-of-proof standard, government and religious neocheaters avoid the responsibility to prove their assertions and accusations. Without the burden-of-proof standard, neocheaters are not accountable to honesty. Without that accountability to honesty, professional mystics and neocheaters can continue to usurp power and bogus livelihoods through fraud, deception, and force.

By nature, most government bureaucracies cannot produce values. Thus, to grow, such bureaucracies must usurp power by destroying values. In turn, value destruction requires little competence or effort. Thus, by necessity, value destruction is the modus operandi of most government bureaucracies and agencies — the most virulent being the BATF, EPA, FDA, FTC, INS, IRS, OSHA, and the SEC. To conceal their destructions, they masterfully use non-sequitur facts and mystical ploys to justify their destructive usurpations from the value producers. But now, after 2000 years, the evolvement of Neo-Tech will collapse and eliminate those fake empires of destruction.

Often, only a scientist trained with the scientific method can identify the neocheater's dishonest use of facts and information. Without Neo-Tech, most people have no way to discern the

dishonesty of neocheaters. And without Neo-Tech, most people will confusingly accept the neocheater's usurpation of values. But with Neo-Tech, destructive mysticism and neocheating ceases through the competitive dynamics of business. [Re: The November-3rd Trap]

Advantage #91

SUICIDE OPTION

In addition to the false guilt laid on value producers by the mystics and neocheaters, a subtle psychological block inhibits many value producers from experiencing their earned happiness. That block is the subconscious fear that sometime in life one must lose his or her happiness...that someday one must endure terminal suffering and pain.

Even without biological immortality, a terminal loss of happiness never has to be endured. So long as a productive person has some degree of freedom and choice, that person can always maintain and expand happiness. If circumstances totally beyond one's control forever eliminate all possibilities of maintaining and expanding happiness (i.e., a no-escape situation from a terror-totalitarian torture death or the final stages of a painful, terminal illness), the individual has the right and option to avoid a terminal existence of unhappiness and pain. That right and option is suicide.

Suicide is every individual's personal right and final option. By fully and guiltlessly realizing that suicide is always available, a person is freer to live more fully in traveling an open-ended journey toward ever-expanding happiness. By accepting the concept of the suicide option, one *never* needs to fear the permanent loss of happiness.

The suicide option should *never* be misconstrued as an escape or option when life is difficult, or seems hopeless, or even when one seems to lose everything, including one's invaluable, irreplaceable romantic-love partner. With consistent rational choices, a person can always experience increasing happiness again, no matter how difficult or painful the immediate situation seems. The *only* two situations in which suicide is a rational

option for the productive individual are (1) a no-hope, high-suffering, terminal-illness situation, and (2) an absolutely no-escape, no-hope slavery/torture/death situation.¹

Ironically, suicide is also the only viable option for those irredeemably evil neocheaters who have murdered others for their bogus livelihoods and usurped power (i.e., all murderous dictators and terrorists as Castro, Idi Amin, Qaddafi, Pol Pot, Yasir Arafat, Ariel Sharon, Abu Nidal, Sinn Fein leaders, Khomeini, Li Ping).

Advantage #92
**ANTI-OBSCENITY LAWS, CENSORSHIP,
AND THE SUPREME COURT**

Despite the sexual errors projected by the “Playboy” philosophy that can lead to impotence and frigidity (see Advantage #19), the Playboy Corporation made important contributions to both individual and sexual freedom [Re: Concept 37, Neo-Tech Reference Encyclopedia]. Those contributions come not only through the open, guiltless views of pleasure and sex expressed in its magazine, but also through the Playboy Foundation and its monthly magazine feature, The Playboy Forum. That feature provides constant public exposure to the ongoing government-neocheating ploy of usurping power through oppression of private sexual activities and other victimless “crimes”.

Perusing any issue of the Forum starkly reveals that even in this sexually-liberated era, individuals all over the United States are being arrested, harassed, humiliated, injured, tried, fined, and sent to jail for private, consenting sexual acts. The following list provides several examples of sexual oppression as taken from a randomly selected, six-page Forum feature in *Playboy* magazine:

- Couple out camping privately engage in oral sex in a secluded area of the woods. Both arrested by Texas Sheriff for sodomy. Both faced jail sentences of 2-

¹ An absolutely no-hope slavery situation could exist only after all escape, resistance, and guerrilla warfare options were irrevocably eliminated (if that is possible).

- 15 years for their private, harmless love act.
- Four young people arrested for private nude bathing. Sheriff refused to let them dress and forced them to travel nude to the courthouse for arrest.
 - In Sheboygan, Wisconsin, a couple was fined \$100 each for engaging in sexual intercourse while not being married.
 - Man released by a California Supreme Court order after serving five years of a *life* sentence for indecent exposure.
 - A 1600 member organization of the Catholic Priest Association asked a Catholic bishop who defended birth-control pills to resign because of his “monstrous views”. The Catholic organization declared that the bishop failed to “show the purity of Catholic doctrine”, and failed to “rise above the murk and filth of modern man’s sex life”.
 - A Canadian man charged with rape and gross indecency admitted at his trial that he had performed cunnilingus and intercourse with a consenting woman. Before the jury retired, 68-year-old Judge Campbell Grant said of cunnilingus, “Well, can you think of a more grossly indecent act? ...Frankly, gentlemen, I had to get the dictionary to know what it was about. I venture to say that most of you are the same.” He went on to declare that “a dirty, filthy practice such as this is resorted to by no one but sexual perverts and is surely an infringement of the criminal code.” The jury found the accused not guilty of rape, but guilty of gross indecency. He was sentenced to three years in the penitentiary.

A book published by the Playboy Press, *Sex American Style*, cites many government laws that can and do jail innocent people for harmless, mutually consenting sex acts. That book includes articles by Hugh M. Hefner; “The Legal Enforcement of Morality” and “Tyranny Under the Law”.

Three decades ago, comic Lenny Bruce, despite his existentialistic errors that eventually killed him, made a major

contribution toward breaking the oppressive religious/government grip of sexual-oppression laws and censorship. To stop his defiance of “moral” authority, the government directly abetted the death of Lenny Bruce.

Hustler magazine, however disgusting its scatology, also played an important, front-trench role in buffeting the forces of sexual oppression and censorship. The government/religious axis in their failing trial designed to jail the publisher of *Hustler*, Larry Flynt, inspired an assassination attempt: As Mr. Flynt walked before the courthouse in Atlanta, Georgia, a bullet severed his spinal cord, paralyzing him for life.

A generation ago, a nude-streaking fad broke across the United States. That fad was a timely, counter-response to the oppressive Supreme-Court anti-obscenity decision a year earlier. The motives for streaking and the effects on the streakers’ self-esteem were probably unhealthy in most cases. But such overt, widespread flouting of sexual authoritarianism helped undermine the enforcement of oppressive censorship and anti-obscenity laws. Nude streaking broke the anti-obscenity momentum that was ominously building in the United States from that Supreme-Court decision. But the anti-obscenity forces of religious and political neocheaters are now trying to reassert their oppressive powers granted to them by the conservative justices of the United States Supreme Court.

The United States Supreme Court was meant to function as a principled, philosophical body designed to protect individual rights.¹ But recent decisions on obscenity and pornography have been void of principle in ignoring the concept of individual rights. An earlier Supreme Court (*Memoires vs. Massachusetts*) stated the following criterion for pornography: “A book cannot be proscribed unless it is found to be utterly without redeeming social value.” That

¹Throughout the checkered history of the United States Supreme Court, one finds many disgraceful exceptions to its role as a principled body for protecting individual rights. Early in this century, for example, the United States Supreme court favored explicit censorship by removing films from the protection of the First Amendment (free speech). The court then decreed that since films were made for profit, they did not deserve constitutional protection. In their decision, the justices conveniently ignored the fact that books and newspapers were also made for profit.

criterion ignored the principles of individual rights and property rights while opening the way for people to be jailed on the basis of some other person's judgment of the "social" merit of their work.

Seven years later, the Supreme-Court *Miller vs. California* case negated individual rights in determining the following criteria to *criminally* convict for victimless pornography: "(a) whether the average person applying contemporary community standards would find that the work, taken as a whole, appeals to the prurient interest...(b) whether the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by the applicable state law, and (c) whether the work, taken as a whole, lacks serious literary, artistic, political, or scientific value."

That Supreme Court ruling left the individual unprotected and at the mercy of any judge, prosecutor, police force, or community. Any of those forces can now attack, prosecute, and jail an individual under arbitrary standards such as (1) contemporary community standards, or (2) "offensive" as defined by a state law, or (3) if the work lacks serious literary, artistic, political, or scientific value. In other words, anyone who disagrees with the arbitrary standards of the empowered authorities (judge, police, community leaders) can potentially be jailed through current anti-obscenity laws. Such nonobjective law is a major step toward censorship, which is the precursor to totalitarianism.

The above Supreme Court majority opinion, which abridges individual rights, was written by the conservative Chief Justice and supported by the other four conservative justices in a 5 to 4 decision. Only Justice Douglas identified the issue of individual rights in his dissenting opinion:

"The idea that the First Amendment permits punishment for ideas that are 'offensive' to the particular judge or jury sitting in judgment is astounding. No greater leveler of speech or literature has ever been designed. To give the power to the censor, as we do today, is to make a sharp and radical break with the traditions of a free society. The First Amendment was not fashioned as a vehicle for dispensing tranquilizers to the people. Its prime function was to keep debate open to 'offensive' as well as to 'staid' people. The tendency throughout history has been to subdue the

individual and to exalt the power of government. The use of the standard ‘offensive’ gives authority to government that cuts the very vitals out of the First Amendment. As is intimated by the Court’s opinion, the materials before us may be garbage, but so is much of what is said in political campaigns, in the daily press, on TV or over the radio. By reason of the First Amendment — and solely because of it — speakers and publishers have not been threatened or subdued because their thoughts and ideas may be ‘offensive’ to some.”

The conservative Chief Justice and his conservative associates on the Supreme Court shifted from the principle of protecting individual rights to an arbitrary, undefinable standard of “social good”. Hitler, Stalin, and Mao also subjugated individual rights to their standards of “social good”. Those arbitrary standards eventually included killing tens of millions of their own citizens for the “social good”.

Advantage #93

**1. FAILURE-TO-JUDGE SYNDROME,
2. ERRORS IN JUDGMENT, AND
3. SEGMENTED JUDGMENT**

A central theme of today’s existentialist culture is “do not judge others”. The neocheating media, social “intellectuals”, and theologians continually tout, both implicitly and explicitly, the themes “do not judge others”, “there are no absolute morals, no rights or wrongs”, “everything is relative”. Neocheaters have strong motivations for sowing themes of nonknowing and nonjudgment. Their livelihoods depend on keeping others from knowing and judging the parasitism and destruction inflicted by professional mystics and neocheaters onto society.

The continuous campaign to repress moral judgment depends largely on the specious technique of pointing to various erroneous judgments and then implying that such errors are inherent in all judgments. From that false reasoning, neocheaters dishonestly assert that all moral judgments are wrong, unfair, or harmful. From that conclusion, they compound their dishonesty by further asserting that moral judgments should never be made. Moreover, armed with specious egalitarian slogans or Biblical parables, those neocheaters,

especially media journalists, malign or castigate those who have the courage and confidence to make honest moral judgments about value destroyers. While, at the same time, those same neocheaters constantly, dishonestly, hypocritically attack their victims (i.e., the value producers) with negative moral judgements that are false.

How are valid moral judgments made? Such judgments are made by using the biological nature and well-being of the conscious organism as the moral standard. With that objective standard, human actions can be consistently and validly judged by acquiring adequate facts and knowledge:

1. Only volitional actions involving conscious choices can be morally judged. All other actions are amoral.

2. A volitional action is moral, for example, if the action is beneficial to the conscious organism. Likewise, a volitional action is immoral if the action is harmful to the conscious organism. Or more simply, *if a volitional action is rational and “good for me”, it is moral; or if a volitional action is irrational and “bad for me”, it is immoral.*

3. The ability and willingness to make moral judgments are necessary to make sound decisions and function effectively. The more important the personal or business decision, the more important is the need to make accurate moral judgments. In turn, such judgments are crucial for making the correct decisions needed for abiding prosperity, happiness, and romantic love.

Since making moral judgments is necessary for quality survival, a person must be aware of the possible traps and errors in making such judgments. Some of the traps and errors are those that the nonjudgment advocates take out of context to support their harangues that moral judgments should be avoided. ...Three common judgment traps or errors are listed below:

1. **Erroneous or inadequate information to make a valid or accurate judgment** is the most obvious and common cause of judgment errors. Everyone is subject to this error. But that does *not* preclude certainty over moral issues and judgments. The central argument of the nonjudgment neocheaters is that since no

one can know everything or be error free, no one can be certain about anything, especially moral issues.¹ That argument is false. A person can be absolutely certain if given sufficient facts and context to validly measure against the axioms of objective reality. For example, questions of omniscience (knowing everything) and infallibility (being totally free of errors) do not enter into one's certainty of the axiomatic fact that two plus two equals four. The certainty of that fact is independent of anyone's thoughts or opinions of any culture, society, or time in history. And that fact also holds with certainty in other worlds and other universes. Indeed, that fact would hold true if no conscious life ever existed anywhere.²

¹The certainty issue is a popular non-sequitur gimmick among anti-judgment mystics and neocheaters. They assert (often with ironic certainty) that since man cannot be certain about anything, he cannot know anything. If that assertion were so, which it is not, then all judgments and reason itself would be invalid. But professional mystics and neocheaters must constantly promote the false notions that reason is impotent and moral judgments are invalid. ...They must obfuscate reason and judgment to keep their own destructions from being recognized and judged by themselves and others. In a society of reason and judgment, the value producers would promptly put professional value destroyers out of business.

²Certain out-of-context, non-sequitur anomalies are used by neocheaters and mystics to falsely invalidate axiomatic facts such as two plus two equals four. They point to the mixing of two quarts of water with two quarts of alcohol. That mixture yields less than four quarts. But that anomaly occurs because of certain known intermolecular-bonding forces between water and alcohol. Such physical-bonding facts have nothing more to do with mathematical facts than if one tosses two parts of sodium metal into two parts of water to produce a fiery explosion and a caustic mess that does not equal four. But, ironically, both of those reactions can be precisely predicted and understood because of the exact, absolute nature of mathematics. ...Or the neocheaters and mystics point to various examples of relativistic, noneuclidean mathematics or quantum mechanics that seem to contradict standard mathematics or physics. Such illusionary contradictions arise only because those facts have nothing to do with standard mathematics or physics. Yet, those facts are dishonestly used out of context to create false illusions of contradiction.

In the normal context, therefore, anyone can be absolutely certain about the judgment and knowledge that two plus two equals four without fear of error or contradiction. Likewise, without being omniscient or infallible, a person can be absolutely certain that one will not be struck by a car while riding in an airplane at 30,000 feet. A neocheating philosophy professor might try to invalidate that certainty by positing the non sequitur that someone could smuggle a mini car aboard, unveil it, drive down the aisle, and strike someone.

With neocheaters and their non sequiturs dismissed, one can know with certainty the facts of objective reality on which abiding prosperity, happiness, and romantic love are based as identified by Neo-Tech. For, those facts of objective reality have always existed throughout the universe and will forever exist with certainty. And that certainty exists independent of consciousness and without requiring omniscience or infallibility by anyone. The function of human consciousness is not to “create” various realities (Plato), which is mysticism, but to identify and integrate the one and only reality as it resides anchored in existence (Aristotle). Identifying objective reality is the survival mechanism of conscious beings. For those identifications are the basis of rational judgments, beneficial actions, and rational successes.

Since no one is omniscient or infallible, everyone is subject to specific errors. But that vulnerability to errors has no bearing on knowing objective reality or being able to make moral judgments with certainty. For example, with inadequate information and judgment errors, a person can temporarily choose the wrong romantic-love partner. But, at the same time, he or she can still know with certainty the objective standards needed for a valid romantic-love relationship. With that certainty, a person can more quickly recognize and correct such judgment errors. In other words, with adequate objective knowledge, a person can make moral judgments with certainty without being omniscient or infallible.

A person can confidently proceed through life knowing that moral and character judgment can be performed with certainty. But again, that person must be aware of those areas subject to error because of inaccurate or incomplete knowledge or information. By

always keeping the mind open to new information and being prepared to correct errors, the damage of judgment errors is minimized. All errors cause some damage, if only to waste a person's time. By nature, one is always responsible for and must bear the consequences of his or her actions and errors, innocent or not. But purposeful errors, of course, carry more severe consequences than innocent errors.

2. **Infatuation** is a subtler and often a more dangerous judgment error, especially when it occurs without realizing the error. Infatuation is the focusing on a single attractive or desirable characteristic of another person and then considering the total person as that one positive attribute. Infatuation is not only an unfair burden placed on the person being judged, but can lead to long-range disillusionment and pain for the person making the erroneous judgment. The infatuation-judgment error is a common "true-love-turns-sour" theme so often used in movies, novels, and magazine fiction. Infatuation is also the judgment error that delivers undeserved adulation to charismatic politicians, evangelists, and other neocheaters.

3. **Reverse Infatuation** is perhaps the most subtle form of judgment error. Still, reverse infatuation is a common error that can cause losses of potential values and happiness. Reverse infatuation involves the focusing on a negative characteristic of an individual and then considering that total person as that one negative attribute. That judgment error can be blinding, depriving, and unjust in obscuring areas of earned values and worth in other individuals. Even minor reverse-infatuation puts unjust penalties on the person being judged. While valid criticisms about an individual should be identified and expressed when appropriate, the criticism should explicitly focus on those specific issues, not on the whole person. Reverse infatuation is constantly used as a grossly unfair, dishonest technique by media people as well as by politicians, clergymen, and academics to discredit value producers and their products, businesses, and ideas.

THE SEGMENTED-JUDGMENT METHOD

Segmented judging is a method to decrease judgment errors.

This method provides a more fair, accurate, and valuable way to judge individuals, especially those important to one's life. This method is particularly important for judging potential romantic-love partners.

Segmented judging consists of two essential parts: First, the recognition that people are many-faceted combinations of complex character traits — usually combinations consisting mainly of objectively positive traits with some (often hidden) negative traits.¹ And second, objective judgments require a breaking down of those various character traits into as many separate components as possible.

Once that breakdown is done, one can make more fair and accurate judgments by weighing specific positive traits against specific negative traits (“positive to me” values versus “negative to me” values²). The extent that the positive values outweigh the negative values is the extent one makes a positive *moral judgment*. Similarly, the extent that “positive to me” values outweigh the “negative to me” disvalues is the extent one makes a positive *personal-value judgment*.

During a person's life, many of the personal “to me” values can change. But objective moral values are constant and *never* change.

¹Value destroyers such as politicians and religious leaders are less complex than a value producer. For, they have more narrow or limited, anti-life characteristics. Moreover, all neocheaters have essentially the same destructive character. They differ mainly in their dishonest styles and the deceptions they project in concealing their harmful actions. ...*All* professional value destroyers, if given the guns and authority, have the criminal minds and characters for mass murdering to protect and expand their bogus livelihoods.

²To the extent that personal “to-me” values contradict objective values is the extent that one is judging on erroneous philosophical or moral premises. Segmented judgment is thus not only helpful for judging others, but is helpful for judging one's own values.

Not all “to-me” values, however, can be measured against objective moral standards. Many “to-me” values are personal-preference values that have no bearing on moral issues. For example, differences in attraction to various physical or personality aspects of another person or preferences towards different careers, recreational activities, tastes, intellectual interests, and appreciation of art and music usually (but not always) have no direct moral implications. Many personal values are merely preferences and tastes that develop from past experiences, interests, and motivations that are not grounded in right or wrong issues, but arise from the uniqueness of the individual and his or her past experiences and development.

The most useful and accurate method to judge a potential romantic-love partner (or any person) is on a segmented “value-scale” basis. One cannot judge the whole of an individual on any specific aspect of his or her character, personality, actions, words, or behavior. Exclusively focusing on specific aspects of a person yields distorted, infatuation-type judgments. Instead, one should judge an individual by placing all the known characteristics and qualities of that person on either the “value to me” side or the “disvalue to me” side of the balance scale [Re: Table 58, Neo-Tech Reference Encyclopedia]. The person is then judged by the extent that the scale tips to the value side or to the disvalue side.

The evaluation of each person should always be kept open. In accumulating more experience or information about any person, the balance tilt can change. Growth, change, or deterioration of either the person doing the judging or the person being judged can cause the “value scale” to tilt more or less in one direction or even to switch to the other direction.

The “value to me” standard is the most reliable, valuable way for an individual to judge the personal value of another individual. The direction and extent the “value scale” tilts is influenced by the personal-value system of the individual making the judgment. For the value weights often depend on personal wants, goals, needs and thus will vary from individual to individual.

The same value scale can be used to measure the moral value of any individual. Unlike the subjective nature of many personal values, moral values are objective, definable, unchanging absolutes. [Re: Table 58, Neo-Tech Reference Encyclopedia] ...*Personal values* are both objective and subjective, thus vary according to personal tastes and emotions. But *moral values* are objective and absolute, thus never vary.

Advantage #94
OBJECTIVE THINKING
VS.
EMOTIONAL THINKING

Positive emotions deliver pleasure and happiness. Negative emotions provide warnings that something is wrong. Thus, negative emotions and negative experiences should *not* be repressed¹ [Re: Concept 54, Neo-Tech Reference Encyclopedia].

Avoiding emotional repression involves consciously and guiltlessly feeling one's own emotions in order to know and defuse them. That honest, open dealing with emotions is necessary for (1) resisting harmful mystical actions, (2) building mental health, and most important, (3) experiencing psychuous pleasures, romantic love, and abiding happiness.

Also, openly knowing and experiencing one's own emotions are necessary to distinguish those emotions from the independent world of objective reality. That understanding of emotions, in turn, is necessary to avoid unhealthy mystical actions. For basing judgments and conclusions on emotions rather than on reality causes harmful mystical actions. Such mystical actions, in turn, diminish the prosperity, well-being, and happiness of human beings. If important judgments or actions are mystically based on emotions, then grave errors with harmful consequences will result.

A person can react to emotions in two ways: (1) The mystical, erroneous, harmful reaction that ranges from repressing emotions to overtly injecting emotions into the decision-making process. And (2), the nonmystical, beneficial reaction that recognizes and freely feels emotions, but then separates them from reality in order to make reasoned, logical judgments undistorted by emotions, whims, or feelings [Re: Table 59, Neo-Tech Reference Encyclopedia].

¹Emotions never should be repressed, but at times emotions can and should be suppressed:

Suppression involves being fully conscious of the emotion, but because of the circumstances, the emotion is temporarily set aside for experiencing at a more appropriate time. Suppression is a useful, healthy method for avoiding harmful mystical reactions based on emotions.

Repression involves trying to deny an emotion by permanently forcing it out of the conscious mind. That act is a mystical distortion of reality, for emotions are a real, undeniable part of a person. By repressing an emotion out of the conscious mind, the emotion is pushed into the subconscious to remain buried. And accumulating buried, negative emotions can harm both one's psychological and intellectual well-being. For those festering, buried emotions can interfere with a person's accurate perception of reality needed to make correct integrations, judgments, and decisions. ...One never has to act on negative emotions, but one should always guiltlessly self-acknowledge negative emotions.

Because no one is infallible or omniscient, errors are always possible. But errors from honest, *objectively* based thinking are less frequent, less severe, and easier to correct than are errors from mystical, *emotionally* based thinking.

Advantage #95

FOUR LEVELS OF COMMUNICATION

Four levels of communication exist. The appropriateness of each level depends on the circumstances as illustrated below:

LEVELS OF HUMAN COMMUNICATION

<u>Level of Communication</u>	<u>Description</u>
Impersonal/Automatic Exchange of familiar or automatic phrases (e.g., how are you, good morning).	Smooth, pleasant, cheerful, efficient, noninvolvement method of dealing with people.
Impersonal/Factual Report in facts.	Efficient, noninvolvement method of transmitting information to people.
Impersonal/Personal Reporting or communicating one's own ideas, thoughts, and judgments.	Can range from completely impersonal to deeply personal.
Personal Communicating personal feelings and thoughts.	Personal to deeply personal. Communication requirement for friendship and romantic love.

Many books on sex, love, marriage, and personality development imply that impersonal communication is inferior or undesirable. They further imply that highly personal communication is a superior, more honest form of communication toward which everyone should strive. Such implications are false and out of context:

Openly revealing one's deep personal self to everyone diminishes self-esteem. That, in turn, militates against one's best interests and happiness. Nevertheless, many authors, gurus, and

“therapists” advocate revealing one’s personal and private self to all comers. Those “total-openness, let it all hang out” advocates are promoting an egalitarian recipe. That recipe calls for breaking everyone’s ego by sharing all personal values and emotions with all comers. Such ego-breaking recipes are often well-disguised, downhill roads to impotence and unhappiness.

Those advocating ego-breaking, emotional egalitarianism usually do so under false labels of openness and honesty. But the opposite is true. Failure to discriminate with whom one shares his or her private personal feelings destroys the potential for experiencing a close, genuinely open, romantic-love relationship with another human being. Instead, an egalitarian “total openness” to everyone is a cheap giveaway of an individual’s most precious possession — one’s own personal, private self. Nothing squelches romantic love more completely than a Leo Buscaglia’s love-all, share-all egalitarian approach.

A person can and should be sincere and honest to everyone without sharing his or her private self or emotions with everyone. In fact, when a person does share his or her private self with everyone else, that person’s sincerity and motives become questionable.

An objectively beneficial level of communication exists for every type of human relationship. [Re: Table 61, Neo-Tech Reference Encyclopedia] Only within a romantic relationship in which the partners love and value each other in their private universe can the full range of physical and psychological sharing be experienced without diminishing self-esteem. Within the romantic relationship resides the full scope of psychuous pleasures: the combination of full-range sexuality with the freedom to fearlessly share any aspect of one’s self...any thought, feeling, fantasy, emotion — good or bad, rational or irrational. Thus, a person can let go completely to share and guiltlessly experience any aspect of one’s body, mind, emotion, imagination with his or her romantic-love partner.

Within a romantic-love relationship, one can freely share *any* aspect of one’s self and life. But one need not share *every* aspect. A person always has the guiltless right to privacy to any area of his or her life, even within the closest, most open and honest friendship or romantic-love relationship. Total honesty does not

require total revealing all of one's private self. Indeed, absolute and total sharing of one's self and psyche involves losing the most profound essence of privacy. That loss, in turn, diminishes the sense of "I" and one's self-esteem. Retaining the essence of personal privacy is not an act of repression, inhibition, dishonesty, or lack of openness, but is a self-respect preservation of an individual's inherent right to privacy.

To experience psychuous pleasures through romantic love requires genuine self-esteem (valuing of one's own self). Beyond the romantic-love relationship, self-esteem is diminished or even destroyed by indiscriminately sharing or by giving away one's personal, private self too cheaply. That loss of self-esteem can be especially severe (even leading to suicide) if one promiscuously gives away his or her private self just because socially chic books, gurus, and media commentators falsely promulgate the need to be totally open with everyone. The most harmful of egalitarian neocheaters are the high visibility Leo Buscaglias who mystically promulgate the self-destructive, love-everyone concept. They imply that love, openness, and honesty are demonstrated by the giving of one's private self to all comers.

Valuing of one's private self does not mean holding back or manipulating communication in order to bargain for advantages. The sharing of oneself is a personal choice and judgment. Such sharing with another person may occur quickly, even on initial contact if judgment responses trigger desires to move toward deeper personal or romantic possibilities. Chances should and must be taken on exploring potentially valuable relationships. Errors in judgment are often made. But minimum harm from such errors results so long as the individual is making his or her *own* conscious choices, using reason and reality rather than following the words of mystics, social "authorities", or gurus.

Surrendering one's independent judgment to mystics, social "authorities", or gurus and offering one's private self to all comers results in:

1. Diminished self-confidence and self-esteem.
2. Unproductive, unrewarding consumption of time: Such wasting of irreplaceable segments of one's life span continually diminishes the time needed to build a

competent, productive life necessary for growing prosperity, romantic love, and abiding happiness.

3. Diminished personal desirability: Indiscriminate “openness and honesty” is often a boring imposition on those being gratuitously subjected to such personal openness.
4. And most important: After selflessly giving one’s self to all comers, little if anything that is private, exciting, or precious is left to share exclusively with one’s closest friend or romantic-love partner...little if anything is left to build that unique, priceless, private universe crucial to a romantic-love relationship.

Happiness exists as a private world within one’s own self. That world expands into a mutually exclusive universe shared by two people involved in a psychuous-pleasure, romantic-love relationship. And that exclusive, private universe is a uniquely precious, emotional treasure. But that treasure can be forever lost by indiscriminately or promiscuously sharing oneself physically, psychologically, or spiritually with others.

That selfless giveaway and subsequent destruction of one’s private inner world is exactly what the egalitarian advocates of “total openness” wish to accomplish. Only by negating everyone else’s private values and self-esteem, can they justify their own prostituted inner world. Moreover, most of the “total-openness” egalitarians are professional mystics or neocheaters who depend on extracting their material and spiritual livelihoods from others. To do that, they first must dupe productive people with altruistic guilt. Then those neocheaters can psychologically pull the producers down to the level of mystics and parasitical neocheaters through selfless egalitarianism. ...The lower the level that value producers can be reduced, the more easily can their values be usurped by neocheaters.

By contrast, avoiding that self-giveaway trap leaves romantic

love and abiding happiness open for any value producer.

Advantage #96

COMMUNICATION IN ROMANTIC-LOVE RELATIONSHIPS

Crucial in a romantic-love relationship is open communication, especially during negative emotional experiences. During stressful or negative experiences, deliberate reason-based (rather than automatic emotion-based) conclusions are needed to make fair, honest judgments [Re: Concept 127, Neo-Tech Reference Encyclopedia]. The ability to communicate honestly (without mysticism) during emotional stress is the hallmark of successful love partners.

The first step to reason-based communication between partners is to identify and separate the emotional aspects of the problem [Re: Concept 74 and Table 26, Neo-Tech Reference Encyclopedia]. For, knowing the difference between reason-based conclusions (business-like thinking) and emotion-based conclusions (mystical thinking) is the most important step in developing communication skills during negative situations.

The ability to generate reason-based conclusions out of negative situations has powerfully beneficial effects on a person's well-being, self-esteem, and happiness. Reasoned conclusions in emotional situations, for example, can prevent irrational actions that damage or destroy business, family, and romantic-love situations. The habitual use of reason-based conclusions in emotional situations leads to powerfully effective communication in all situations, especially business and romantic-love situations.

The Judeo-Christian ethics instill fear in women about expressing sexual assertiveness. Those same ethics instill fear in men about expressing tender feelings and emotions. Such fears cause various degrees of emotional repression and diminished happiness in both men and women. The Neo-Tech/Psychuous concepts eliminate those pleasure-depriving fears by allowing guiltless communication about emotions, love, and sex between romantic-love partners.

A person can enter the future with either a reality/life-oriented philosophy that continually expands into personal wealth and happiness...or with a mystical/death-oriented philosophy that continually shrinks into personal impoverishment and unhappiness.

Mystical or Platonistic-based philosophies and the resulting dishonest, altruistic ethics offer only negative, unhappy life styles. Neo-Tech/Psychuous or Aristotelian-based philosophies and the resulting honest, reality ethics offer positive, happy life styles.
...Anyone can choose at anytime between either philosophy, ethic, and life-style.

Advantage #97

PRODUCTIVENESS AND HAPPINESS

versus

LAZINESS AND MISERY

Inseparable links exist between productive work, earned values, prosperity, psychuous pleasures, and happiness. Too many productive people live without experiencing their earned happiness or psychuous pleasures. That deprivation of happiness and psychuous pleasures is an unnecessary tragedy due to altruistic, mystical guilt inculcated into the value producer by the professional value destroyers.

Psychuous pleasures and abiding happiness depend on psychological health which, in turn, depends on productive work. Without productive work or preparations for such, psychological health is impossible. Moreover, psychuous pleasures and happiness act as the emotional incentives to constantly increase one's value and productivity.

Generally, the producer of values thrives on a fast-paced life in high-density environments (major exceptions are, for example, productive farmers, ranchers, miners). Nonproductive and destructive people, on the other hand, generally fear or enviously hate high-density, fast-paced, highly productive environments (such as New York City¹).

Professional mystics and Marxist neocheaters destroyed countries such as Cuba, Cambodia, Iran, and Nicaragua. Such black-hat neocheaters work explicitly for the demise of modern,

¹Master black-hat neocheater, Fidel Castro, expressed the ultimate desire of all envious mystics, neocheaters, and other value destroyers in his publicly stated, personal desire to drop a nuclear bomb on New York City to destroy the greatest, most intense fountainhead of objective values known to mankind.

highly productive, highly technological societies.¹ They gain their power by pandering to their downtrodden proletariat with false promises of a nonthinking “peaceful” existence — a prehistoric, unthinking “animal-nature” existence. They promise the ultimate mystical dream of a nonthinking, egalitarian, “problem-free” nirvana. But that dream contradicts life, nature, and reality as does all mysticism. Indeed, that no-effort, “problem-free” mysticism is the essence of value destruction and death. By contrast, high-effort problem-solving is the essence of value production and life.

Integrated links exist between productivity, self-interest, self-esteem, psychuous pleasures, and happiness [Re: Table 65, Neo-Tech Reference Encyclopedia]. Production of competitive values is the integrating growth dynamics for conscious beings. Production of competitive values provides freedom, prosperity, psychuous pleasures, and abiding happiness.

Productivity and rational self-interest are not only essential to happiness, but are essential to life itself. For without productive self-interest, only consumptive altruism remains. What would a world of consumptive altruism mean? What if everyone began living as selfless, unproductive consumers, temporarily surviving by sacrificing one another in consuming the values created by the past producers. One can imagine what an unhappy, destructive

¹The black-hat neocheaters’ ultimate, envious dream is to destroy fast-paced, high-tech, high-intensity life, especially as experienced in productive, free-market metropolitan areas. That dream was actually achieved by the terror-totalitarian government of Cambodia. To gain unrestricted power, the neocheating leader, Pol Pot, implemented his destruction of urban life by a forced, death- march evacuation of the entire capital city of Phnom Penh. His totally destructive, murderous actions represented the highest attainment of egalitarian ideals and the natural end-result of altruistic-based philosophies. For that reason, few objections or cries of outrage about such blatant mass murder were heard from the “liberal” media, soul mate mystics, social “intellectuals”, and other professional mystics and neocheaters. ...Given the power and means, *all* professional value destroyers have the capacity to mass murder. For in essence, they will do anything, including mass murder, to protect and expand their bogus livelihoods and to feel increasingly important, when in essence they are less than nothing.

world that would be. One can imagine the malevolence and meanness that would exist among those human beings as they cannibalized the final values and then one another. Soon after that, nearly everyone would be dead, even those with guns.

But what if everyone began living competitively as rational, productive individuals with everyone intent on producing maximum values for others and society in order to achieve maximum prosperity, psychuous pleasures, romantic love, and happiness for themselves and their loved ones. One can imagine what a benevolent, happy, exciting, thriving world that would be...a world free of mysticism and neocheaters...a world without guns...a world in which everyone forever increases his or her productivity, prosperity, and happiness.

Most productive individuals are of much greater value than their mystically diminished self-image lets them realize. For, the image of highly productive individuals has been constantly denigrated by dishonest media journalists, authors, university professors, educators, theologians, politicians, and social “intellectuals”. The productive middle class is projected in the ugly, inverted, false images of the Babbitts and Willie Lomans. The ultimate unjust irony lies with the destructive government bureaucrats and “professionals”: They who never produce values, only consume or destroy them, coined and contemptuously use the pejorative “working stiffs” in describing the self-sufficient, working middle class. Those “working stiffs” are the honest people who daily produce a flood of values for others, including those government value destroyers. Indeed, those value destroyers could not survive without those “working stiffs”. But those “working stiffs” would thrive without those bureaucrats and professional value destroyers.

Value producers can feel their full worth only after discarding the years of unearned guilt foisted on them by the mystics, politicians, social “intellectuals”, media commentators, and other neocheating altruists and egalitarians. Indeed, such productive people can and should experience the pleasure of feeling their full worth all the time. And now with Neo-Tech, they can forever free themselves of egalitarian altruism and its envious neocheaters to always feel their deserved worth and happiness.

The underlying cause of egalitarianism and envy is dishonesty

and laziness.¹ Laziness means the abdication of self-responsibility. That abdication is the root cause of mysticism, envy, altruism, neocheating, and chronic unhappiness [Re: Concept 133, Neo-Tech Reference Encyclopedia]. Also, incompetence and lost potential arise from laziness and defaults on self-responsibility [Re: Concepts 133 and 134, Neo-Tech Reference Encyclopedia].

Professional mystics and neocheaters have vested interests in attacking competitiveness — in attacking Neo-Tech, individualism, prosperity, and free-enterprise. The master neocheaters among the politicians, theologians, and social “intellectuals” live by attacking the competitive value producers and usurping their values. Through such destructive attacks, those neocheaters hide their own defaults while creating their needed illusions of personal power and pseudo self-worth. And, to maintain those illusions, they must continue attacking the competitive producer, his integrated thinking, the values he produces, and his individual rights and property. For those fake illusions let them physically and psychologically live off of the value producer.

But being dependent on others for survival, nonproductive mystics and neocheaters are unable to earn the self-esteem and competence needed to achieve psychuous pleasures, romantic love, and abiding prosperity. Also, not having earned values, they hold no genuine power.

Productivity is the building block for prosperity, love, and happiness. The most common character and behavior traits associated with productive men and women are identified below:

¹The mechanism of laziness in both the mind and body is the yielding to actions of least effort. But conscious beings cannot prosper or be happy through actions of least effort. And unlike all other animals, conscious beings cannot survive by letting nature rule them. Conscious beings depend on volitional efforts and logically reasoned choices to survive. They must constantly choose to exert effort, think logically, and act beyond their feelings to prosper. They must exercise discipline, thought, and then control (the DTC technique) to succeed. ...To achieve lasting prosperity and happiness, one must constantly do things he or she does not *feel* like doing.

CHARACTER AND BEHAVIOR TRAITS OF COMPETITIVE VALUE PRODUCERS

Character Traits

Honesty
Integrity
Rationality
Consistency
Perseverance
Individualism
Enthusiasm
Ambition
Passion

Behavior Traits

- Acts with energy, honesty, and fairness regardless of near-term consequences. Loyalty to honesty.
- Recognizes and pursues the values of honesty and integrity.
- Thinks rationally, logically, objectively.
- Focuses on reality.
- Seeks facts *in full context*.
- Organizes self, life, and work toward profitable actions.
- Asks clear questions and listens carefully.
- Values time. Uses it efficiently and profitably.
- Anticipates and then strives for achievement.
- Sets value-producing goals and strives to accomplish them.
- Seeks to understand fully and contextually before judging.
- Shows passion, benevolence, and innocence toward life.
- Avoids mystical reactions.

Advantage #98

GROWTH DEATH/PSYCHE DEATH AND ITS PREVENTION

Growth Death or Psyche Death are terms used to describe the tragedy of dying as a competently functioning conscious being

while continuing to exist physically. That phenomenon unnecessarily occurs in a high percentage of people. Caused by the disease of mysticism, Growth Death affects perhaps 90% of the world's living adult population [Re: Concept 89, Table 31, Neo-Tech Reference Encyclopedia]. Growth Death is a uniquely human phenomenon that involves the stagnation and death of the human psyche, often at an early age — even before the human body reaches physical maturity.

The human psyche embraces both the emotional and intellectual spheres of the mind. Contrary to popular myth, both spheres are inseparably linked and symbiotically function together. If one sphere grows, so does the other. If one sphere deteriorates so does the other. Most important, the human psyche has no age or capacity limitations on its growth.

Unlike the physical body, the human psyche has no growth limits. It never needs to stop growing. In fact, the continuous growth of the psyche is the process of conscious living. When that process stops, the individual ceases to function as a conscious being is designed to function. If a person's psyche is not growing, that person is living contrary to his or her nature. Thus, that person's psyche begins dying. And if one's psyche is dying, that person cannot experience growing prosperity, love, or happiness.

PSYCHE GROWTH VS. PSYCHE DEATH

What happens with a living, growing business-like mind? Value-producing actions beget happy feelings while honestly integrating reality. What happens with a dying, shrinking mystical mind? Indulged feelings beget destructive actions while dishonestly evading reality. The checklist below compares the psyche of those two minds — the criminal, destructive, mystic mind versus the heroic, productive, business mind.

People generally display various mixtures of living and dead psyche characteristics. But the mixture is always tilted to one side or the other with the general direction usually moving unnecessarily toward death. With the following checklist, most people can determine whether their psyches are living or dying. A person with a dying psyche can reverse the trend and live again by using Neo-Tech to cure the disease of mysticism within one's own self.

CHECKLIST FOR SELF-MYSTICISM

Characteristics of a Dying or Dead Psyche

(Ralph Nader Type Mystical Mind)

Envious of other for their achievements, success, happiness, or material well-being. Resents heroes, value producers, and especially great business people and their productive accomplishments.

Operates on subjective feelings or wishes. Oriented toward short-range, value-destroying approaches to problems and goals.

Desires the destruction, distribution, or leveling of the wealth, happiness, and well-being earned by others.

Holds anti-individualistic views. Has egalitarian and collectivist desires to seize, destroy, and level values produced by others.

Fears freedom, independence, and competition. Follows external "authorities" in religion and government.

Praises humble, selfless altruists. Attacks or maligns proud, productive achievers.

Unhappy with life. Only interludes of short-term happiness. Represses the tragedy of death. Recoils at the possibility of biological immortality.

Seeks government controls and laws that forcibly restrict and repress individual freedom.

Characteristics of a Living or Growing Psyche (Ray Kroc Type Business Mind)

Envy-free. Admires and encourages individual achievement in self and others.

Operates on objective principles. Oriented toward long-range, value producing approaches to problems and goals.

Produces tradeable values. Desires a life of achievements and happiness for self and others.

Orients around rational self-interests. Independently fills own needs through production of tradeable values for others.

Seeks freedom, independence, and competition. Rejects external "authorities".

Admires and seeks productive achievers.

Happy with life. Only interludes of short-term sadness. Recognizes the tragedy of death. Hails the possibility of human biological immortality as the highest moral goal.

Seeks freedom. Opposes all forms of initiatory force and oppression, especially government force and oppression of the individual.

(continued from previous page)

CHECKLIST FOR SELF-MYSTICISM

**Characteristics of a
Dying or Dead Psyche
(Ralph Nader Type Mystical Mind)**

Plagued with anxieties and self-doubts.

Holds a Cynical or malevolent view of life and people.

Life is viewed as unhappy and people as inherently destructive, wicked, or sinful.

Emotionally and physically experiences life with increasing unhappiness and lethargy.

Accepts harmful, mystical concepts such as original sin and predestination.

Orients around mystical premises and beliefs in mysticism, statism, astrology, the occult.

Orients around an altruistic, Platonistic philosophy that holds the sacrifice of the individual to “higher” causes as a virtue.

Characteristics of a Living or Growing Psyche (Ray Kroc Type Business Mind)

At ease and comfortable with self. Increasingly feels joyful life building within his or her physical and emotional self.

Holds a Benevolent view of life and people.

Life is viewed as naturally happy, beautiful, exciting. People are viewed as inherently good, valuable, productive.

Experiences life with increasing joy and intensity.

Rejects mystical concepts such as original sin and predestination.

Orients around honesty and objective reality.

Orients around an Aristotelian/Neo-Tech philosophy that holds the individual as the supreme value in the universe.

To let one’s psyche live or die is always a volitional choice made by each individual alone — a choice usually made early in life, often in childhood. The tragically unnecessary surrender of the psyche to mysticism and Growth Death takes the subconscious form of:

What’s the use. Why struggle any more to understand reality or bear the pain and pressure of being honest? I am not going to live by my own mind because the effort and responsibilities are too great. I’ll let others think for me. I’ll let the authorities tell me what to believe and do. Yes, I’ll support their power no matter how dishonest or destructive. I want the easiest, safest way through life. No, I don’t want to advance in life by independent, integrated thinking and actions. Instead, I want to be a believer and to follow some ‘wiser’ authority or ‘higher’ good. I’ll live by the thoughts and feelings of others.

From that point of surrender, the individual may become more knowledgeable, skillful, and proficient in specific areas, but his or her psyche will diminish as overall growth of the mind stops and turns downward toward death. At some future time, that individual could decide to countermand that subconscious surrender order and restart psyche growth. If not, the quality of his or her life will continuously decline, always controlled, always pushed or pulled one way or another by outside forces, by the influences of “others”.

The “others” represent any higher “authority” that an individual lets control his or her thoughts, judgments, actions, life (rather than using one’s own mind). Those “higher authorities” may be friends, relatives, politicians, bureaucrats, lawyers, social “intellectuals”, neocheating university professors, the media, the church, the ruler, the Messiah, Allah, cocaine, the Bible, the stars, the state, “society” — anyone or anything outside the individual’s own mind.

People default on the primary responsibility of their minds by letting outside others (“authorities”, neocheaters) do their thinking and make their decisions. When people default on using their own minds, they lose control of their lives and begin dying as they become controlled by others.

By nature, control through others always contradicts an individual’s long-range well-being. Thus, accepting such outside control always begins the process of growth death. For no one can experience growth, prosperity, and happiness while under control of others.

The human mind is an adaptable, resilient organ having great self-healing powers. Helping or curing the mind seldom needs outside help. The powerful self-help nature of the mind is purposely ignored by the neocheaters dominating the psychology profession. The mind can suffer psychic or psychological damage. But if and when the individual chooses, that damage can almost always be reversed by attacking and eliminating the self-indulged disease of mysticism that is causing the problem by cutting off honesty and integrated thinking. That effective, self-help approach sharply contradicts the messy, wasteful, and usually harmful external “authority” approaches involving psychologists, psychiatrists, therapists. Such external “authority” approaches

ignore the essence of both mental health (Neo-Tech: honesty and effort) and mental illness (mysticism: dishonesty and laziness). Thus, in the light of Neo-Tech, most approaches by the psychiatric and psychological professions are invalid, harmful, fraudulent, and often practiced by destructive neocheaters.¹

Through honest thinking and sustained efforts, a person can self-heal and strengthen his or her mind. Through such self-healing, that person retakes control of life and reverses that mind atrophy caused by mysticism. On healing the mind, the future can once again promise boundless prosperity, growth, love, and happiness. One's psyche can then experience anew an exhilarating freedom and control over reality, perhaps for the first time since early childhood.

Most people have defaulted, at least partially, on the independent use of their minds. By abandoning any part of their minds to "others", including psychologists, they diminish their means to prosperity and happiness. Yet, through Neo-Tech, the potential is always available to rescue one's self from mysticism and its external "authorities". By nature, the self-rescue of one's own mind from mysticism must be an act of self-responsibility free from external "authority".

Few people choose to resurrect themselves from Psyche Death and Growth Death.² Those who have surrendered usually rationalize their deteriorating self and shrinking potential as a

¹Certain *cognitive* psychological approaches can be valid and at times valuable when used to gain specific knowledge that helps one identify elusive areas of mysticism. Beyond those exceptional situations, however, most psychological treatments are bogus and harmful, for such treatments are the antithesis of mental health: the handing over of self-responsibility for mystic-free mental health to a mystical-indulging, feel-good external authority.

Many statistical tests over the past fifty years have demonstrated the long-term worthlessness and drug-like harm of feel-good psyche chats, therapies, treatments (Reference: Garth Wood, MD, *Myths and Neurosis-Overcoming the Illness Excuse*, Harper and Row).

²Recovery of independent thought is possible at almost any age through the nearly infinite self-healing powers of the human mind, especially when made mystic-free through Neo-Tech. indeed, Neo-Tech cures mysticism. Thus, Neo-Tech will put most psychologists and psychiatrists out of business.

natural, biological aging process. Growth Death may be common, but is neither natural nor necessary. Furthermore, rebirth of a dying mind or psyche is not only possible but quite easy for anyone possessing Neo-Tech knowledge.

Neo-Tech leads the way to mental health by self-curing the disease of mysticism. ...And without mysticism to manipulate others, the neocheaters are powerless.

Advantage #99

THREE STEPS TO ACHIEVING COMMERCIAL BIOLOGICAL IMMORTALITY¹ IN OUR LIFETIME

(See Advantage #114, Appendix F, and Neo-Tech V for details) The elimination of mysticism is required for non-aging or youth-rejuvenating biological immortality. That goal will be accomplished in three steps:

STEP ONE

The first step in achieving biological immortality is defining its meaning: biological immortality means to live as flesh-and-blood, non-aging human beings forever — not just an extended life, but to live mind, body, and spirit as one's own self for centuries, millennia, forever. The purpose of biological immortality is not to serve others, society, or mankind, but to preserve forever the most precious, important value in the universe — one's own integrated conscious self and sense of I-ness to experience expanding prosperity, love, and happiness — forever.

STEP TWO

The second step in achieving non-aging biological immortality is dispelling the following seven myths (Appendix F refutes each myth in detail):

¹All Neo-Tech references to biological immortality by nature encompass I-ness immortality. For, preserving or perpetuating all other aspects of conscious and biological life, including cloned bodies, memory banks, and personalities are meaningless if one's original sense of I-ness is lost.

1. Death is not final. False.
2. Life after death exists. False. [See Memento Mori in Neo-Tech V]
3. Everyone wants to live forever. False.
4. Living forever would deprive younger generations of opportunities. False.
5. People living forever would cause overpopulation. False.
6. Living forever would be boring. False.
7. Achieving non-aging biological immortality presents technical, biological, medical, and scientific problems that are so complex and difficult that they could be unknowable or, at best, remain unsolvable for centuries. False.

STEP THREE

The third step in achieving youth-rejuvenating immortality is understanding the requirements for achieving [A] personal prosperity, and [B] social prosperity with political freedom allows [C] commercial biological immortality. Achieving [A] and [B] is necessary to achieve [C]. The formula is **[A] + [B] = [C]:**

[A]=Achieving Personal Power, Prosperity, Happiness: Neo-Tech delivers honesty, power, love — the motive for I-ness immortality.

[B]=Achieving a Free, Prosperous World: Neo-Tech delivers freedom, business, prosperity — the means to biological immortality.

[C]=Achieving Biological Immortality in our Lifetime: Neo-Tech delivers science, technology, immortality — the achievement of biological immortality.

SUMMARY

Commercial, non-aging I-ness immortality is achievable within our lifetime. But that achievement depends on collapsing the 2000-year hoax of mysticism and eliminating all its symbiotic neocheaters. The Neo-Tech Research and Writing Center is already undermining the hoax of mysticism worldwide and will forever cure that disease of death without anyone's support, without asking anyone to donate time or money, and without permission from or control by anyone.

People must fully experience prosperity and happiness to value their one-and-only life with enough passion to motivate rapid, full-scale development of youth-rejuvenating immortality. Neo-Tech will trigger that full-scale development by freeing millions of productive individuals around the world from mysticism and neocheating. Once free, they will flourish naturally toward open-ended prosperity and happiness. They will flourish by (1) collapsing mysticism, (2) rejecting false guilt for living honestly, productively, fully, thus (3) rendering the neocheaters impotent. Those three actions, in turn, will unlock the needed motivation and means to develop commercial biological immortality rapidly — in a few years.

The entire purpose of youth-rejuvenating immortality is to experience ever increasing happiness — to experience future realms of ever expanding enterprise, prosperity, love, and happiness. Such unimaginable happiness is available to every conscious being living in a mystical-free world of forever evolving knowledge and adventure.

Advantage #100

MALEFACTORS AND ENVY

Malefactor is a label that can be applied to envious people. An envious person wants values destroyed. An envious person works to undermine individual and property rights, both of which are needed to achieve well-being and happiness. [Re: Table 68 in the Neo-Tech Reference Encyclopedia.]

Envy distorts and then consumes a person's view of life. Envy is a prime evil that people let develop within themselves to their great personal harm, unhappiness, and eventual death. Laziness and dishonesty are basic *causes*. Envy and impotence are basic *effects*. Envy is the desire to destroy values created or earned by others...to destroy the good because of its goodness. Why? Because the objective good (rational human values) exposes by contrast the envier's defaults and impotence. That exposure, in turn, diminishes the envier's pseudo self-esteem. And that pseudo self-esteem is needed for both psychological and physical survival — needed to prevent a mental breakdown or suicide.

Values earned by others make the envier experience his

impotence. The good inherent in objective values reveals what the envier lacks. Such values reveal the human goodness that the envier has defaulted on. Such values leave the envier aware of his or her incompetence to live as a self-sufficient, independent, happy human being. Thus, the envier fears and hates such values.

Envy growing out of dishonesty and laziness is a major destructive force in human relationships. In contrast to jealousy that is directed toward the *possession* of values, envy is directed toward the *destruction* of values. The desire to destroy the values, happiness, and pleasures earned by others is the essence of envy. Envious attacks against the producers and their values are woven throughout all the “good sounding” non sequiturs of media journalists, religious leaders, politicians, social “intellectuals”, “consumerists”, “ecologists”, and other envious neocheaters.

Contrary to the misconception promoted by envy-oriented writers and journalists, envy is not analogous to jealousy. While both reduce happiness, their causes are opposites [Re: Concept 77, Neo-Tech Reference Encyclopedia]. Jealousy is rooted in valuing and coveting a value...because the value is good to the beholder. Envy is rooted in resenting and hating a value...because the value threatens to expose the dishonesty and failures of the envier. The jealous person is threatened by the loss of a value. The envious person is threatened by the presence of a value.

Enviers have always hidden, camouflage, and distorted the meaning of envy. Enviers must not let their inferiority and dependence on the producers become known to themselves or others. For, if everyone understood the nature of envy, the professional mystics and neocheaters would lose their survival tools and rationalized self-esteems. And that would bring loss of unearned gains, public disgrace, even suicide — unless the envier chose to change — to prosper by becoming a competitive producer of values.

Out of fear and resentment, enviers must attack values earned by others. At the same time, they must constantly usurp those values in order to survive. That contradictory life of enviers brings increasing resentment, anxiety, incompetence, unhappiness.

Those free of envy have no way of knowing the malevolent nature of the envier. Thus, most value producers, because of their naive innocence, are relatively helpless in protecting themselves from envious value destroyers. ...Who are the envious value destroyers? They are identified in the next chart. The issue is black and white: All people can be clearly classified as either envious or nonenvious [Re: Table 69, Neo-Tech Reference Encyclopedia]. From value-destroying bureaucrats right up to genocidal dictators, the survival of envious people depends on their victims never discovering the nature of envy. To accomplish that concealment¹, destructive enviers must use one or more of the tactics shown in the chart below:

ENVY TACTICS	
<u>Tactics to Conceal Envy</u>	<u>Commonly Used By</u>
Avoiding the word “envy”	Politicians, theologians, lawyers, “liberal” journalists, social “intellectuals”, dictators.
Distort and confuse the meaning of envy by falsely blending its meaning with jealousy	Politicians, theologians, “liberal” journalists, social “intellectuals”, psychologists.
Deny the existence of envy	Politicians, theologians, “liberal” journalists
Invert the destructiveness of envy into a socially “good” action (e.g., the “good” of mass destructions that force everyone to the same level)	Egalitarians, “ecologists”, social “intellectuals”, psychologists, lawyers, politicians, dictators
Claim that envy is inborn or is “forced” into people by the environment. Therefore, envious people are blameless. Instead, society and inequality are to blame	Social “intellectuals”, psychologists, theologians, lawyers

¹Over the centuries, concealing the nature of envy has been easy. For without Neo-Tech, most nonevious individuals have no way to comprehend envy. In their innocence, envy-free productive people cannot emotionally or intellectually grasp the idea that people actually exist who want to destroy values because *of the goodness* represented by those values.

Envy is a destructive character development resulting from:

1. volitional laziness and dishonesty, and
2. the choice to default on the self-responsibility to live by one's own mind and efforts through competitive value production.

The envier must depend on the minds and efforts of others to survive. Envy comes from within the self-made character of a person, not from society or the environment. Envious people, therefore, are responsible for their own envy, destructions, and harm to others. Enviars are the malefactors of civilization:

THE ENVIOUS MALEFACTORS

Who are the envious malefactors? Who are the value destroyers of civilization? They are identified below:

General Classes of Envious Malefactors

Professional
Value Destroyers
Neocheaters
Parasites
Mystics

Specific Classes of Envious Malefactors

Dictators
Politicians
Theologians
Social "Intellectuals"
Destructive Bureaucrats
Criminal-Minded Professionals

High Percentage of Envious Malefactors Found
in Specific "Occupations"

Law¹ (a few exceptions)
Media journalism¹ (some exceptions)
University professors¹ (a few notable exceptions)
Mafia members (destructive but usually not envious)

Envious malefactors or value destroyers are not inherent to these specific occupations. But a particularly high percentage of such malefactors populate these easy-to-fake professions. By contrast, envious malefactors rarely exist in productive hard-to-fake activities such as competitive, profit-making businesses.

Theologians and politicians (incorrigible enviers)
 Skid-row inhabitants (envious but usually not very destructive)
 Unproductive scions of inherited wealth (dissipators of wealth
 earned by others: “public servants” such as Nelson A. Rockefeller,
 Teddy Kennedy)
 Social “intellectuals” (e.g., social “scientists” — their field is largely
 spurious and the antithesis of science)
 Self-appointed professional feminists¹
 Self-appointed professional environmentalists¹
 Self-appointed professional consumerists¹
 Self-appointed professional peace activists¹

The value destroyers listed above are basically immature, anti-intellectual people who seek to evade reality and honesty. By contrast, most value producers are mature, genuinely intellectual people who seek to identify contextual facts through fully integrated honesty.

Most politicians and social “intellectuals” are immature value destroyers who survive by neocheating the value producer. Such people promote altruistic social “ideals” designed to harm and drain the value producers of this planet. Those immature value destroyers include not only politicians but a high percentage of university professors, especially in the fields of social and political sciences, philosophy, psychology, education, law, religion...and a smaller percentage in other fields. Their

¹These professional, self-appointed value destroyers (e.g., the Nader type) are destructive enviers who use neocheating demagoguery to gain unearned power. Such neocheaters use non sequiturs to create falsely inverted “realities” such as the “hero” consumer pitted against the “villain” producer. But those neocheaters hurt both the consumer and the producer by promoting government controls and force. By contrast, those “villain” producers of values are and always have been the only real benefactors and heroes of mankind. Without those producers, no productive jobs or consumers would exist since no products or values to consume would exist. Indeed, without those producers, little, if any, human life would exist.

No disparagement is meant toward the valuable efforts of consumer-aid organizations (e.g., Better Business Bureaus) that do not sanction, use, or depend on government force or the violation of individual rights. Also no disparagement is intended toward the few honest, professionally trained ecologists who actually deliver values by *objectively* studying the environment relative to improving the long-range prosperity and happiness for value producers and society.

crusades for fake social “justice” and specious human rights are motivated by envy and executed through criminal minds. Their attacks on values are neocheating ploys not only for plundering the value producers but for hiding their own incompetence, laziness, and dishonesty. But the greatest evil of those academe is their irreparable mutilation of millions upon millions of young, developing minds.

Why are theologians also classified as neocheaters, malefactors, value destroyers, and parasites? What about the “good” that theologians do, such as help the poor? Indeed, their “good” is exactly that: good in quotes. Their “good” is usually specious and contrary to human well-being and happiness. For, their “good” is based on the altruistic sacrifice of the value producer with the theologians collecting both the praise and a middle-man’s cut without producing values.

Most theologian-type “good” depends on dishonest, guilt manipulations of the producer. That “good” arises from their subtle, unjust denigrations of personal success, prosperity, and happiness. Furthermore, their “good” generally involves hypocritical, neocheating ploys designed for living with praise and “ease” without working to produce competitive values. In other words, theologians support themselves by promoting altruistic schemes designed to usurp values earned by others while collecting unearned respect and power. ...That is the purpose and livelihood of most theologians.

Advantage #101

ENVY AND LAZINESS

Value destroyers such as demagogic “ecologists” and “consumerists”, neocheating politicians and bureaucrats, evil dictators and ayatollahs usurp enough power to directly execute their envious destructions. They camouflage their envy by operating under non-sequitur banners of common “good”, human rights, social “justice”, “peace”, equality, the fatherland, and the most primitive, barbaric of all non-sequitur stratagems — unprovable mysticism. Such envious, value-destroying professionals live by usurping power and values, by attacking, undermining, crippling, destroying value producers.

Most other enviers, however, lack the power, cunning, and resources to directly damage and destroy value producers. To

vicariously satisfy their envy, they eagerly support the destructive causes promoted by those demagogic “consumerists”, “environmentalists”, theologians, politicians, social “intellectuals”, and other neocheaters.

A person can cure his or her envy only by becoming a self-sufficient producer of competitive values to achieve genuine independence, competence, and self-esteem. If not cured, the malignancy of envy will keep growing, consuming that person in malevolent hatred toward self, productive people, objective values, and life itself.

Expressed another way, growing envy destroys a person’s potential to earn genuine prosperity, psychuous pleasures, and happiness. To break free from envy’s grip, a person must first identify the envy. Next, that person must reduce the need for envy by becoming increasingly productive until competent enough to live by competitively producing values desired by others. Then a metamorphosis occurs that changes envious fear of objective values to a passionate desire to uphold those values. On evolving into an independent, self-sufficient producer of values, envy fades as a new, exciting life emerges — a life of growing prosperity, expanding power, and abiding happiness.

Producers of objective values have prosperity and happiness always open to them. But first they must break free from the unearned guilt foisted on them by the enviers who surrounded them. The producers must realize that they are the ones who hold the real power. And only they can guiltlessly collect genuine prosperity and happiness.

Neo-Tech sharply contrasts the world of mysticism and envy to the world of value production and self-esteem. [Re: Table 71, Neo-Tech Reference Encyclopedia] One does not cross into the happy, envy-free world until that person becomes competent enough through consistent logical thinking, integrated honesty, and hard efforts to be self-sufficient by producing competitive values for others and society.

As previously identified, laziness and dishonesty are volitionally chosen prime evils. People allow laziness and dishonesty to develop within themselves to their great personal harm. Laziness and dishonesty are the basic causes of mysticism, neocheating, and envy. Moreover, that default to laziness leads to Growth Death or Psyche Death (see Advantage #98).

Laziness always involves mysticism undercutting the conscious mind. One must exert a constant, honest, life-long effort to maintain a prosperous, happy, healthy life. By contrast, mental and physical laziness means defaulting on those key attributes of honesty and effort required for independent self-survival and happiness.

Rationalizing laziness and envy requires dishonest inversions of facts and values. For example, certain social commentators disparage modern, labor-saving appliances as causing laziness. They lament that modern appliances bypass old-fashioned virtues of hard work. Their laments are misleading non sequiturs useful for self-deception or neocheating. The facts are that labor-saving devices are created and put to best use by those who are the least lazy — the most ambitious. For, such modern devices free people from low-productivity, mind-stifling routines to provide the time and opportunity to spend their lives in ever more challenging, productive, creative activities.

Criticisms of labor-saving devices usually originate from either neocheaters attacking values or from those yearning to return to bygone days. But those bygone days were when so much brute labor, time, and energy were needed just to survive that few if any demands were made to expand into more complex, difficult efforts demanding hard integrated thinking. Those criticizing modern labor-saving devices are generally seeking rationalizations to avoid the responsibility of living by sustained, conscious efforts requiring integrated thinking. They prefer to exist without conscious effort — by rote, without integrated thinking — as people did during the Dark Ages. Those who criticize labor-saving devices are usually projecting their own mental laziness, their rebellion against integrated thinking, their lack of effort to live fully.

The logical use of the mind combined with consistent rational efforts is required for human survival and prosperity. But, mental default for many is seductively tempting. A person simply adopts someone else's thinking, thus avoiding the responsibility of exerting one's own integrated thinking and honesty for independent survival and prosperity. Such "pleasantly easy" defaults against using one's own mind are traps that corrode self-sufficiency and lead to intellectual, psychological, and eventual physical dependence on others, especially "authorities".

Usually those "authorities" are neocheaters who dupe the

defaulter into accepting their dishonest, destructive ploys designed for usurping power. ...Such neocheating “authorities” survive by promoting their mystical hoaxes and specious doctrines of altruistic self-sacrifice in order to control the defaulters and neocheat the producers.

Integrated, logical thinking¹ does not preclude errors or wrong judgments. But only through habitual, integrated, logical thinking does one become efficient in identifying and correcting errors. If a person defaults on that thinking effort, he or she must live increasingly through other people’s thinking. That person then gradually loses the ability to recognize the errors in other people’s thinking as well as to correct his or her own errors. Such a person eventually becomes incompetent to live independently. That person then becomes dependent on destructive, neocheating “authorities” to survive.

Essentially all willful destruction, all purposeful violence, all initiation of force against individuals and their property can be reduced to a single, originating cause — mysticism originating from laziness and dishonesty. That laziness and dishonesty evolve from choosing not to exert the constant, rational efforts required to understand reality in order to make one’s own independent decisions. ...Laziness and dishonesty are the cause of evil; envy is the effect.

Advantage #102

NEO-TECH VERSUS ALTRUISM

Attacks on free enterprise, producers, and objective values by envious altruists, powercrats, social “intellectuals”, theologians, lawyers, judges, academics, and other neocheaters are on the rise around the world. Before Neo-Tech, envious altruism was increasingly undermining the value producers. But today, Neo-Tech not only identifies the nature of envy, but also reveals how neocheaters use mystical altruism to attack and undermine the producers in order to usurp unearned power and values. Thus, just in time, at the crucial Nuclear-Decision Threshold (See Advantage #31), Neo-Tech has become available to identify, counteract, and reverse the destructive trend of mysticism.

¹Independent, integrated, logical thinking is not a function of intelligence, but is a function of self-responsibility, self-effort, and self-honesty.

Moreover, timely Neo-Tech also demonstrates how guiltless psychuous pleasures and happiness arise from rejecting all mystical dishonesties. And, finally, Neo-Tech renders powerless the intentional value destroyers — the professional mystics, altruists, powercrats, parasites, enviers, and other neocheaters.

Neo-Tech means the eventual demise of the politician, social “intellectual”, theologian, and every other neocheating altruist and egalitarian who usurp values and power from the value producers. At the same time, almost anyone can achieve a prosperous, happy life with Neo-Tech, even those hapless mystics and neocheaters who have been exposed and rejected by the producers armed with Neo-Tech.

Without Neo-Tech, the legions of altruists, mystics, and powercrats would have eventually buried the producers and their values, causing a new dark age. But today, Neo-Tech knowledge is spreading around the world. That expanding Neo-Tech matrix is rendering impotent professional mystics and neocheaters caught in its web. Yet, ironically, those foundering mystics and neocheaters can with Neo-Tech join the producers in experiencing genuine prosperity and happiness by rejecting their own mysticism and producing competitive values for others.

Advantage #103

PLATO, ARISTOTLE, AND NEO-TECH

Those with Neo-Tech knowledge will gain powerful advantages in every competitive situation. For they fully understand the crippling, 2000-year hoax of Platonistic-based philosophies that today dominate most people’s thoughts and actions. Thus, by removing that hoax, Neo-Tech leaves a person with profound competitive advantages over those foundering in the Plato-based world of professional mystics and neocheaters.

Plato’s philosophy provided the foundation for subsequent philosophies involving mysticism, sacrifice, and the use of force to achieve “higher” goals. Plato’s philosophy also provided the basic tools for rationalizing laziness [Re: Concept 108, Neo-Tech Reference Encyclopedia]. And because Plato’s work is so subtly anti-intellectual, his philosophy inflicted sweeping, anti-intellectual destructions on all subsequent societies and cultures to this day.

Still, Plato, the father of the criminal mind, was one of the most original, creative thinkers in history. His work was the

first widely integrated philosophical system¹ recorded *in writing*. The depth and breadth of his integrations were quickly matched and then surpassed by the philosophical writings of his student — Aristotle, the father of the business mind.

But much of Plato's credit, particularly the sounder aspects of his philosophical system, perhaps belongs to his teacher, Socrates. Unfortunately, Socrates never recorded in writing his ideas or philosophical system. No writings of Socrates are known to exist. And knowledge of his work was left to the mercy and plagiarism of Plato, who perhaps deleted crucial Aristotelian-like views that would have contradicted Plato's own manipulated views. Nevertheless, Socrates was probably the first man to develop a broadly integrated philosophical system.

Plato held enormous leverage with his great intellectual and creative abilities. Thus, profound philosophical errors would occur if he were tilted even slightly toward immaturity, dishonesty, mysticism, and neocheating. And that is what happened. Some of the most integrated aspects of Plato's philosophical system are in profound error. His errors involve the integration of dishonesties, mysticism, "higher purposes", the use of force, and the exercise of authoritarian power into a full-blown, ethical philosophical system of enormous deception and dishonesties.

Furthermore, the foundation of Plato's philosophy is not based on reality, but on mysticism. His philosophy does not recognize the life of the individual human being as the prime value or even an important value. Indeed, Plato is not a man to be respected. For he was an immature, dishonest conniver who wreaked death and destruction on this world for over 2000 years. He subordinated human beings to arbitrary "higher" powers and mystical "values". Yet, the tight inner logic and integrated completeness of his specious philosophy provided great staying power for his false ideas. Thus, his spurious philosophy became the intellectual foundation of all subsequent specious philosophies, religions, and political systems.

¹Because of his mysticisms, Plato's integrations were bound within a seemingly wide but cleverly closed system restricted by distortions and deceptions. By contrast, mystic-free Neo-Tech integrations are unrestricted, unlimited, without boundaries.

Plato's philosophical system has been the greatest tragedy of our civilization. But at last, today, Neo-Tech is in the process of eliminating that tragedy.

By contrast, Aristotle was perhaps the greatest intellectual power in history. He built his philosophical system on objective, noncontradictory premises by placing objective reality as the only basis of honesty. Aristotle placed the individual conscious being as the supreme value on Earth. ...The philosophical roots of Aristotle lead to Neo-Tech.

Major competitive advantages accrue to those who use Neo-Tech knowledge to reject mystical, Platonistic-based frauds.

Advantage #104
DESTRUCTIVE POETRY
VERSUS
VALID ART

Can poetry be destructive? Can poetry undermine romantic love? Yes, most certainly. Some poetry (including song lyrics, especially certain rock lyrics), if taken seriously, can have powerful, mind-crippling effects that undermine a person's integration capacities crucial for developing romantic-love relationships. In addition, certain poetry can block personal growth and prevent prosperity and long-range happiness from developing.

Plato, whose philosophy has been utilized by the anti-intellectuals, mystics, and neocheaters for the past 2300 years, was ironically the first to identify the harmful, anti-intellectual nature of poetry. Plato recognized that the sing-song, rhythmic nature of poetry set up automatic, hypnotic, nonthinking patterns that unconscious people used to pass on information which often sounded good or pleasant, but had little or no validity, accuracy, or objective meaning. In other words, through poetry, so-called knowledge or packages of "truth" could be handily acquired and passed on with little conscious effort, independent thinking, or regard to honesty. Poems and chants established dogmatic patterns that blocked new or more accurate ideas from developing.

Plato properly identified part of the problem with poetry, but his philosophical errors prevented him from identifying the total

problem. Poetry can be cast in what appears to be beautiful gems or nuggets of packaged “truth” and knowledge from “authorities”. Those packaged “truths” are designed for consumption in quick, convenient gulps. That gulping of “truths” bypasses the analytical mental effort required to integrate information and assess its validity through one’s own mind.

Determining the validity of any information requires analytical integration of facts and information within a full, accurate context. But poetry and song lyrics effortlessly bypass the demanding thinking and integration processes needed to accurately identify objective reality. In that way, poetry and lyrics subvert the effectiveness of the mind. Most poetry and lyrics, no matter how beautiful, right, and “true” they sound (that being their seductive nature) cannot be substituted for honesty or facts any more than good-sounding slogans or parables¹ can be substituted for honesty or facts. Furthermore, cleverly used poetry and lyrics can be powerfully effective tools for rationalizing laziness, dishonesty, injustice, mysticism, and neocheating.²

Most poetry, if taken seriously (especially emotional or “beautiful” poetry that lacks an objective base), not only undermines a person’s ability to make independent judgments, but diminishes one’s capacity to think objectively about crucial matters. That, in turn, decreases one’s ability to achieve

¹A parable is a short, fictitious story usually used to illustrate a moral or religious principle. Many parables are specious rationalizations, non sequiturs, or false wisdom used out of intellectual weakness to conceal or evade facts and logic. Jesus’s teachings were cast almost entirely into parables by those who later exploited him. Not until three centuries later did the professional mystics and neocheaters resurrect Jesus as a manipulative symbol around which to rally their victims.

²Unintegrated music, especially rock music, breaks down the thought patterns of the brain. That breakdown provides a drug-like effect in blocking or avoiding the struggle, effort, and at times the pain required to think consciously. Such brain-blockage leaves one in a “pleasant”, nonthinking stupor. With music constantly pounding on their eardrums, rock addicts effectively block integrated thinking efforts. That rhythmic pounding, in turn, keeps the anxieties of their problems and incompetence buried within their unconscious minds - buried within their nonintegrating minds.

prosperity, psychuous pleasures, and long-range happiness. In other words, certain poetry or song lyrics taken as packaged “truth” will bypass the independent, in-context thinking processes required to make the integrations and decisions necessary to develop long-range prosperity, pleasures, and happiness.

Most poetry rests on specious or mystical foundations. But even poetry resting on objective, Aristotelian foundations is valid only for a specific context and is not valid for other contexts. If, for example, one or both partners in a love relationship rely on poetry by “authorities” to express “truth”, the relationship in that particular area will be detached from reality — stunted by mysticism, unable to grow on sound premises in that area.

Poetry based on mysticism or even poetry based on a particular context of objective reality is almost always, by nature, nonexact or abstract. That nonexactness or abstraction can symbolize certain categories of reality, but poetic abstractions are not facts in themselves nor can they be substituted for independent, integrated thinking.

But valid art forms (e.g., music, fine art, literature, and even certain intellectually honest poetry) can be abstract expressions of objective values executed with skill and projected with a powerful sense of life. If the artist’s abstract symbols reflect the observer’s own values, then the particular art form delivers pleasure to the beholder.

If the art work (music, fine art, literature) symbolizes disvalues or threats to the beholder, then the art delivers dislike to the viewer.¹ Nonskilled or amateurish art may attempt to symbolize values to the beholder. But such art work is not emotionally felt if the style, craftsmanship, or abstraction is too unskilled, obscure, inaccurate, contradictory, or badly executed. In such cases, the viewer’s reaction is nonrecognition, confusion, indifference, boredom, dislike, especially if combined with a negative sense of life. Those cases include most of the *subjective* “modern art” that has been foisted on the public by neocheaters as a ploy to further undermine life, attack values, and drain the value producer through the arts.

Still, much more harmful is the mystics’ and neocheaters’ use

¹ Artwork (including certain poetry) that reflects negative values to the viewer can still be admired for style or craftsmanship if skillfully executed.

of *objective* art forms to bilk the producer on a grand scale: The prime example in history is the brilliant coup by the Roman Catholic church to save itself during the rise of honesty and logic that occurred during the Renaissance. The master neocheaters of the Roman Catholic hierarchy recognized the starkly obvious values of the burgeoning, new art forms. They then captured those art values for exploitation by aggressively commissioning the most skilled artists to produce highly obvious values. The master neocheaters captured those values at first through architecture, the fine arts, and sculpture. Later they added music to their arsenal through the great classical composers. Governments and tyrants right up to Lenin, Hitler, and current neocheating rulers also seized that neocheating ploy. To gain easy credibility and to capture support through the emotions, they used the fine arts, literature, music, and even the most integrated art form — opera¹.

Since the value of art can be sensed through emotions and requires no intellectual analysis, the public needs only to notice the obvious art and architectural values to erroneously link those values of the master artists to the master neocheaters presenting that art. Thus, the masses are deluded into seeing those obvious values of great art as also representing the values of the neocheating church or government. Subconsciously they conclude: “I can see, hear, and feel those architectural, art, and musical values. I know those values are real and valid. Thus, those values must also represent those who own and present this art — the church or government. Therefore, all that I do not comprehend about the church or government must be as good and valuable as the art that represents them.”

Through that brilliant, but dishonest use of art as non sequiturs, the church and governments were able to survive the rise of honesty and logic during the Renaissance, the resulting industrial revolution, and then the rise of capitalism and free enterprise.

Regardless of their understandings or economic conditions at that time, those great artists betrayed honesty by selling

¹Opera integrates the major art forms: music, romantic fiction, plot, performing arts, fine arts. Verdi’s opera *Aida* is the first and only major art work that celebrates the heroic production of major commercial and technological value — the opening of the Suez Canal.

themselves to the dishonest intentions of the neocheaters in church and government. Those artists are culpable and responsible for giving a major boost in power and endurance to the evil machinations of especially the Roman Catholic church and its neocheating leaders. Even Michelangelo must be held accountable.

A major difference exists between the beholder's *view* of valid art versus one's *use* of poetry. Art represents an abstraction that symbolizes a value. The beholder merely contemplates a piece of art for the emotional pleasure it delivers in reflecting back or symbolizing that person's own values. Unlike poetry, the beholder normally does not use art abstraction to replace his or her own independent thinking for understanding reality or establishing facts.

Art is a crucial value for human beings. Art is a source of pleasure and psychological fuel that reflects and confirms one's deepest values through aesthetic symbols. Poetry, on the other hand, can harm a person's thinking process if that person accepts as concrete fact the inexact, out-of-context nature of poetic abstractions. When accepted as self-contained packages of "truth", song lyrics, parables, slogans, epigrams, political cartoons, and "famous" quotes by "authorities" fall into the same harmful category as poetry [Re: Table 72, Neo-Tech Reference Encyclopedia].

Aristotelian-based poetry that is intellectually valid and certain song lyrics that are non-mystical can be objectively valuable when viewed as symbols of one's own values and not as packages of "truth" to be swallowed whole, without integration. Still, the effect of poetry on most people is harmful because they allow the abstract symbols of poetry to enter their minds as unintegrated, unchallenged "truths" or as pre-packaged value systems ready for direct use. The problem is amplified because many poets, song lyricists, and political cartoonists proceed with dishonest, destructive intentions to mislead the reader. They want their work swallowed blindly as "truth" by their audiences, regardless of the validity or

context of their work. Such work is neither art nor honest; it is neocheating.

If an individual is aware of the misleading nature of poetry, he or she can avoid its harmful effects and perhaps gain some reflective values from certain Aristotelian-based poetry. For example, the following poem, while not deeply intellectual, does aesthetically reflect the soul and character of heroic, innocent value producers:

THE GOLDEN

They are the rare, the radiant men
The children of truth, the parents of ken.
Pain but strengthens them, pity intrudes.
Rebuking surprises them. Guilt eludes.

Deception disgusts and envy astounds.
Misfortune challenges. Malice confounds.
They are the open, the honorable,
The honest, the just, the vulnerable.

With no respect for the twisting of truth,
Faithfully wed to the promise of youth,
They are the pure, the benevolent,
The incorruptible few — the Innocent.

(Reprinted with permission from Darlene Bridge and
Bridgeberg Books)

Poetical sing-song or hypnotically rhythmic meter are often found in the rhetoric of dictators, evangelists, sibyls, politicians, theologians, mountebanks, social “intellectuals”, media men, medicine men, hallucinating psychotics, chanting shiites, and screaming terrorists. Consider how millions of normally rational Germans thrilled and responded to the poetical cadence and charisma of the consummate altruist neocheater, Adolph Hitler. The results: a reign of destruction with tens of millions of human beings slaughtered so one impotent man could indulge his mysticism to *feel* unearned power. All that slaughter was for nothing more than to let one neocheater *feel* a pseudo self-esteem. ...Twenty million dead so one pip-squeak could *feel* big and important.

“So what!” cry the mystics as the lifetime efforts of a thousand productive, innocent individuals are blown to bits every day without a backward glance. So what if the troops roll across the country with military cadence and guns ablaze. So what if they level town after town, reducing to rubble and corpses all the values, beauty, and life that took generations of productive effort to build.

And that is all the chanting religious automatons or splendid Panzer divisions know how to do — to destroy in a moment, without a thought, all the values that producers labored for lifetimes to build. Chanting mobs or marching troops never glance back, never think for a moment of the death and destruction they leave behind. So what! the mystics and neocheaters cry. So what if genocide happens in Russia, Nazi Germany, Cuba, Cambodia, Red China, or in our land. “I don’t want to hear it! To hell with the lifetime efforts of productive individuals! ...Save the snail darter!”

By using specious nuggets of poetical “truth” and spell-binding slogans, malefactors, demagogues, and neocheaters such as Hitler, FDR, Nader, Khomeini, Lincoln, Mao, Billy Graham, Pope Paul, Jimmy Swaggart, Castro, Kennedy, Martin Luther King Jr., Jim Jones could smoothly, quickly subvert the objective concepts of justice, good, and love. And they often did that by manipulating words to sound good, just, or loving. Why? To promote their own rationalized schemes of “higher” causes. Such people use those poetic techniques to keep their rationalizations sounding valid. And their unthinking followers grab the beautiful nuggets of “truth” and eagerly swallow them without thought or challenge.

Modern Art

Below is a quote from the archangel of modern art admitting that he is nothing but a clown:

“Most people can today no longer expect to receive consolation from art. The refined, the rich, the distillers of quintessence (art critics) desire only the peculiar, the eccentric, the scandalous in today’s art. And I myself, since the advent of cubism, have fed these fellows what they wanted, and satisfied these critics with all the ridiculous ideas that have passed through my head.

“The less they understood them, the more they admired me. Through amusing myself with all these absurd farces, I became celebrated. But when I am alone, I do not have the effrontery to consider myself an artist at all, not in the grand old meaning of the word. Giotto, Titian, Rembrandt and Goya, they were great painters. I am only a public clown.

“I have understood my time and have exploited the imbecility, the vanity, the greed of my contemporaries. It is a bitter confession of mine — more painful than it may seem. But at least and at last it does have the merit of being honest.”

Pablo Picasso, November, 1951* A master neocheater making an honest confession.

*Also reported to be from a fictitious interview: *The Black Book* by Giovanni Papini, 1951.

To “appreciate” modern art, a person must figure out, interpret, or understand the “artist” and his meanings that “transcend reality”. By contrast, lasting classical art is recognized as a great value throughout the ages. Such art needs no interpretation or understanding of the artist. Such art represents beauty, values, and skill that are immediately recognized by the expert and the untrained layman alike. That is why the Roman Catholic church acquired only classic art — art that needs no interpretation to understand and value. The Catholic church was too shrewd to buy abstract art needing interpretation.

Indeed, modern art seldom represents beauty, values, or skill. Moreover, the layman does not know what most modern “art” means, while the chic “expert” plays games of interpreting the artist’s meanings.

Today, the high prices of famous modern art works are supported by the tax-deduction system: Wealthy holders of such modern art profit handsomely by donating purchased works to the major modern-art museums (e.g., The Museum of Modern Art in New York). In turn, such museums provide grossly inflated appraisal prices for tax deductions. Thus, those museums gain ersatz art works along with cash donations for those fake, tax-purpose appraisals. At the same time, the wealthy

“collectors” profit and modern-art museums perpetuate themselves through the tax system. When that neocheating scheme collapses, most modern art works will fall to an objective free-market value and become essentially worthless.

The Law of the Arts

Consider the following quote concerning modern art: “For this seems, finally, to be the law of all the arts — the one essential prerequisite to the production of a great work of art is a great man. You cannot have the art without the man, and when you have the man you have the art. His time and his surroundings will color him; his art will not be at one time or place precisely what it might be at another; but in the end, the art is the man and at all times and in all countries is just as great as the man.

“Let us clear our minds, then, of the illusion that there is in any important sense such a thing as progress in the fine arts. We may with a clear conscience judge every new work for what it appears in itself to be, asking of it that it be noble and beautiful and reasonable, not that it be novel or progressive. If it be great art it will always be novel enough, for there will be a great mind behind it, and no two great minds are alike. And if it be novel without being great, how shall we be the better off? There are enough forms of mediocre or evil art in the world already. Being no longer intimidated by the fetish of progress, when a thing calling itself a work of art seems to us hideous and degraded, indecent and insane, we shall have the courage to say so and shall not care to investigate it further.”

Kenyon Cox

The American Academy of Arts and Letters

December 13, 1912

Abstract Symbols — Real vs. Unreal

Real abstract symbols are accurate metaphors. They serve as powerful, shorthand communication that can deliver intense personalized values, especially in love relationships. On the other hand, unreal symbols are inaccurate metaphors or non sequiturs. They misrepresent reality and undermine values in life and love.

A person must differentiate between real and unreal symbols to flourish [Re: Table 73, Neo-Tech Reference Encyclopedia]. By making use of real symbols or metaphors, a person can experience new dimensions of life and romantic love. By recognizing and rejecting unreal symbols, a person preserves confident control over reality and, thus, over his or her own life, love relationships, and future.

Advantage #105

SELF-AWARENESS VERSUS MYSTICAL AWARENESS

Developing accurate awareness of self and reality through honest, integrated thinking is the prime responsibility for all human beings. In fact, such awareness is a necessity to live prosperously and happily. That awareness is available to those who exert constant, rational thinking efforts toward understanding self and reality — and the relationship between the two. No one can deliver that understanding to another. Indeed, developing an accurate understanding of self and reality is a crucial self-responsibility for personal power.

Mystics struggle to avoid that constant, rational thinking effort needed to honestly and accurately integrate one's life with objective reality. That honest understanding and integration of reality is the key to competence and prosperity in a competitive world. But losers and mystics seek anyone or anything promising to deliver prepackaged knowledge that lets them avoid the hard work required to develop their own integrated knowledge and awareness. That is why mystics embrace such quackeries as astrology, fortune telling, graphoanalysis, biorhythms, most psychoanalysis, fad diets, or any other flimflam that deludes them with a sense of gaining effortless knowledge, awareness, control. By accepting such specious awarenesses conjured up by others, a person keeps drifting further from reality, becoming increasingly unaware, unhappy, and incompetent while rationalizing the opposite.

Acquiring integrated awareness, competence, and happiness is a *self-responsibility* that no one else can deliver. No one can deliver awareness and happiness to another person because no other person is in a position to:

1. know one's own integrated self.

2. think integrally and contextually about one's own life.
3. control one's own actions.
4. integrate one's own work and life with reality.

For any "authority" to have an integrated awareness of another person is impossible. No matter how complete or scientific looking (e.g., computer printouts of horoscopes or biorhythms), any such outside self-awareness analysis is invalid and mystical. And any seeming validity of such "self-awareness" packages is a specious illusion. Such illusions lead a person further away from an awareness of reality and deeper into the stupidity of mysticism — the disease that undermines all human life and love.

Entirely different from such fake "awarenesses" through mysticism is the awareness arising from the mutual mirroring of character and personal qualities between self and a friend or romantic-love partner. Such mirroring genuinely enhances self-awareness, communication, and pleasure especially between romantic-love partners. That reflecting of a person's character and qualities is based on direct, intimate knowledge of that person. Such honest, valuable reflections differ profoundly from fake awareness packages mystically reflecting personal character and qualities based on nothing.

As with happiness, self-awareness cannot be given from one person to another. But by reflecting personal values, one can enhance another person's self-awareness in a similar way that one can enhance another person's happiness.

Advantage #106

BEYOND UNDERSTANDING

Throughout the universe, much remains unknown. Yet, nothing tangible or conceptual is unknowable to the conscious mind. But with human emotions, certain specific feelings in a person can never be known or experienced by others. For all human emotions are products of individual characters based on unique fingerprint combinations of physical and psychological natures. That means personal, unique experiences cannot be duplicated by others. Thus, any emotion in any individual person can never be exactly understood or fully known by any other person.

Recognizing one's inability to know certain emotional experiences in others is particularly useful in romantic-love

relationships. Two important emotional experiences that cannot be cross-experienced or fully known between men and women are identified below:

1. The Penetrated versus The Penetrator Experiences and Feelings

A man can never fully know the feelings, sensations, and emotions of a woman being penetrated during intercourse. Likewise, a woman can never fully know the feelings, sensations, and emotions of a man penetrating a woman. That eternal mystery of feelings further deepens between a man and a woman when they try to comprehend the feelings of orgasm in the other.

That eternal, unsolvable mystery between the sexes enhances the pleasure and excitement of a love relationship as each partner struggles to get closer to the other's feelings and experiences. But they can never close the gap. Never can the feelings of orgasm in one partner be known or felt by the other partner. And for romantic-love partners, that elusive mystery is delightfully maddening and eternally challenging. That unknown quality can forever keep the heterosexual¹ experience fresh, haunting, and mysterious. Men and women can only imagine the feelings and emotions in the other, always wondering yet never knowing how distant their imaginations are from reality.

2. Female-Nature Versus Male-Nature Experiences and Feelings

A number of exclusive male or female emotions and experiences can never be fully experienced across sexual boundaries. Two examples are illustrated below:

An Exclusive Female Experience:

An implicit, constant physical threat toward women exists

¹The homosexual experience of male-male or female-female intercourse cannot really simulate the exclusive male-female experience. Homosexuals fail to simulate heterosexual experiences not only because of the obvious physiological differences, but because of the profound psychological differences involved between the homosexual act and the heterosexual act. Even when the physical actions are the same (such as oral sex), the wide psychological differences between men and women preclude similarities in emotional experiences.

from essentially every man. That threat exists because the different physical and psychological natures of man and woman leave most men with the power literally to kill any woman at any time. Even smaller, weaker men could kill most bigger, stronger women in a bare-hand fight to the death. Thus, most women are perpetually at the physical mercy of men.

Under that threat, women often must silently take the degradation of being bullied or treated as sex objects as their earned qualities are ignored. No man can fully know that particular degradation because he has no way of duplicating the conditions which create that uniquely female situation. Even if the man were unjustly treated as a sex object, he would still have no way of knowing the woman's feelings. For unlike women, his different physiological, psychological, and social orientations do not leave him under a constant, implicit death threat.

An Exclusive Male Experience:

A strong emotion felt by highly productive men is the desire for a peaceful core to counterbalance their aggressively assertive lives. That desire usually relates to a woman with whom such a man is free to retreat from his battlefield actions to experience peaceful love, tenderness, serenity. For only during that precious time is he free to fully expose and share his soul exclusively with another human being — his woman. During those moments, that woman becomes to him a supreme value.

Ironically, the strongest, most productive, independent men have the greatest need and capacity to receive a woman's love, support, and tenderness. Tragically, however, many such men never recognize or admit, even to themselves, that supremely important emotional need and pleasure. Similarly, strong men often never admit to other emotional needs such as being free to cry when suffering great sadness or pain. ...A man crying has been erroneously viewed as a weakness or unmanly.

Many women are unaware of the need in productive men for a peaceful, private world containing a one-woman love. But women who understand that need hold a key for delivering powerful values and happiness to their men and to themselves. Understanding and filling the need for a peaceful, reflective core

in aggressively productive men is among the most powerful of all binding ingredients in romantic-love relationships.

Aggressively productive women also have a need to periodically retreat into peaceful reflection. Yet, that need does not comprise the same psychosexual emotions as within men because of the inherent psychological and physiological differences between men and women.

Advantage #107

VALUE THEFT VS. VALUE EXCHANGE

Through the 2000-year history of altruistic-based cultures, most material achievements have been maligned and attacked by theologians, politicians, and other professional mystics and altruists.¹ The motive for scorning human-produced values has always been to saddle the value producers with unearned guilt. Once saddled with guilt, value producers are more easily manipulated, duped, and usurped out of their earned power and values. Indeed, to survive, professional neocheaters and mystics must constantly usurp material and psychological values from those producers.

The production of values for others is the single most important function of any person's life. Every person's survival and happiness as well as every facet of his or her physical, mental, and psychological well-being depends on the production of competitive values for others. If a person chooses not to produce sufficient values to survive, then that person must become dependent on the producers to survive by begging, cajoling, neocheating, deception, force, or theft.

¹Adolph Hitler was a consummate altruist. He scorned material values in his personal life. He was the personification of asceticism and sacrifice. He demanded the eventual sacrifice of all human beings and their values to his deemed "higher" cause of duty and obedience to society. He fed his weak ego and pseudo self-esteem with an ever increasing need for power and control over others by force. Similarly, people like Mao, Pol Pot, Nader and other altruists ignore honesty, scorn material values, and survive on unearned power gained by brute force or neocheating deceptions. They need increasing control over others to feed their weak egos. ...Such altruists gain their power by attacking and usurping values produced or earned by others. Thus, such altruists live by harming or killing innocent value producers.

Thus the producer, not the consumer¹, is essential to human life and happiness. By contrast, nonproductive people are dependent on the producers to survive. And those nonproducers who neocheat to survive exist with deteriorating competence, mounting envy, and growing unhappiness. That nonproducer's life soon terminates in Growth Death, then in emotional death, and finally in physical death.

A society that functions exclusively for the rational benefit of the individual has never existed.² A totally free, just, and rational society would by definition be a Neo-Tech society — a society based on fully integrated honesty. Such a society would be a free-enterprise, nonforce government...a government and society that has yet to exist on planet Earth. The ethical essence of a Neo-Tech society is the holding of individual rights as supreme. Therefore, *any* form of initiatory force, coercion, or fraud against any individual by any individual, group, society, or government is immoral and thus is ostracizable.

Any suggestion of force-free societies strikes fear into neocheating politicians, demagogues, and mystics. Knowing professional value destroyers cannot survive in a nonforce, noncoerced, free-enterprise, fully competitive society, they desperately vilify and subvert any movement toward such a society and its values. They sabotage and undercut those values with non-

¹“Consumerism” is an invalid concept conjured up by self-appointed consumer advocates. They are backed by criminal-minded politicians, neocheating journalists, dishonest academics, self-appointed environmentalists, socially chic “intellectuals”, most lawyers, and dishonest white-collar-hoax business people. ...Indeed, the value producer, not the consumer, is the hero of conscious life and of civilizations throughout the universe.

²A society has no moral or logical reason to exist except to benefit the individual and protect his and her property rights. But a fully moral, logical society has never existed. For the producers have always been tricked into accepting and supporting free-loading, professional mystics and neocheaters acting as “authorities”. Such “authorities” use altruism to control value producers through false guilt. Thus, those value producers work to support those very neocheaters who harm, pillage, and eventually destroy them, their loved ones, and everyone's happiness.

sequitur, out-of-context attacks. Indeed, to survive, professional mystics and neocheaters must prevent a value-oriented, Neo-Tech society. For such a society would quickly identify and forever banish them as destructive criminals. ...On rejecting mystics and neocheaters, the value producers become free to prosper guiltlessly and happily by benefiting without limits others and society.

Prohibiting initiatory force, threats of force, and fraud is the only law in a Neo-Tech society. Highly effective enforcement of the individual-rights law by an integrated ostracizing system is much more punishing and effective than any police force or government jailing system. Thus, with that single, highly enforceable law, each individual would be solely responsible for his or her own actions, life, and well-being. The resulting competitive, free-choice interaction among people would deliver maximum benefits to each individual and society. That, in turn, would greatly enhance every productive person's well-being and happiness. ...Thus, to survive, the nonproductive mystics and neocheaters would have to begin producing competitive values for others instead of destructively usurping values from others.

All social interactions involve individual interactions. Value exchanges occur in valid business, friendship, and romantic-love relationships. In fact, the basic requirement for any valuable human relationship is the exchange of tangible values. But, nonproductive people often contemptuously attack competitive, tangible, and material values. For, only by attacking those values, can they conceal their parasitism and failure to fulfill their responsibilities toward producing desirable, competitive values for others and society.

From the production of competitive values, all other values grow, including prosperity, self-esteem, psychological well-being, romantic love, and abiding happiness. Furthermore, competitive, tangible, and material values are important building blocks and binding ingredients of conscious relationships, especially business, friendship, and romantic-love relationships. Professional mystics and neocheaters desperately try to deny the cardinal role of producing competitive values in living happily and in gaining romantic love. But only through the exchange

of such values can personal relationships become fully integrated: From an exchange of tangible and material values, a far greater stability, intensity of love, and abiding happiness can develop than is possible from a relationship consisting only of abstract values.

Tangible values in a romantic-love relationship directly affect sexuality. For, exchanges of tangible values markedly increase sexual intensity and psychuous pleasure.

Still, abstract values are the crucial ingredient for initiating, establishing, and maintaining a friendship or a romantic-love relationship. However, tangible and material values *combined* with abstract values are the variables that cause psychuous pleasures and happiness to ignite and then grow constantly [Re: Table 74, Neo-Tech Reference Encyclopedia]. Both love and deep friendship relationships require a base of abstract values to start. But the production of tangible and material values is necessary for moving a relationship into unlimited growth and high-gear happiness. A comparison of abstract values versus tangible values in friendship and love relationships is illustrated by the following chart:

ABSTRACT VALUES VERSUS TANGIBLE VALUES

(Delivered from one person to another person in
friendship or love relationships)

Abstract Values

Psychologically valuable reflections

Philosophically valuable reflections

Reflections of each other's values

Analytical feedback of thoughts and ideas

Mirroring of personal worth, values, and ideas

Tangible and Material Values

Practical contributions to increasing the efficacy and productivity of
the other person.

Practical contributions to reducing or eliminating value-destroying

and time-wasting problems and errors inside and outside the relationship

Practical contributions to producing tangible and material values to one's self and the other

Practical contributions to providing tangible and material values to the other

Advantage #108

VALUE EXCHANGE IN FRIENDSHIP AND ROMANTIC-LOVE RELATIONSHIPS

Without value-generating interactions, two people are of little direct value to each other — at least no more value than any two random people might be to each other. Valuable human relationships evolve when two people deliver objective values to one another. That exchange of values measures the value of a relationship.

Aside from the intrinsic value of human life that exists among all people, a person is not a value to others by merely existing. Instead, a person must deliver competitive values to be a value to others and society. Otherwise, that person will be a drain on others and a disvalue to society. And a person must continue delivering values to be a continuing value. Moreover, one must continue adding new values to existing values to experience value growth within one's self and within a relationship. Value growth is a self-created, pyramiding process that requires rational thought and constant effort to sustain. Such a growth process is the essence of human living. For value growth fills life's needs and delivers life's major rewards — abiding prosperity, romantic love, and happiness.

To fully experience life and sustain value growth requires continuous thought and effort. The need for value growth is not someone's philosophical theory or ethic. That need is an integral part of reality: Constant value growth is required for the conscious organism to function properly. A person makes a disastrous error by failing to put forth the honest, integrated thought and rational effort needed to produce growing, competitive values for others.

Tragically, most people choose to stop their growth early in

life. Many stop in childhood — soon after exerting that mighty learning effort required to read and write. When they stop exerting that effort, they stop growing. The quality of their lives then declines until physical death. ...Without growth, a person cannot experience abiding prosperity, happiness, and psychuous pleasures. Without growth, a person misses the point of conscious life. Without growth, a person dies.

Growth Death is a great, unnecessary tragedy. It never has to happen to anyone; it is imposed on no one. Growth Death occurs only when the victim chooses to avoid the integrated thought and rational effort required to produce and deliver net, competitive values to others. When Growth Death occurs, then all value-based friendships and love relationships stop growing and begin to die.

* * *

Both romantic-love relationships and friendships can involve deep psychological, philosophical, and communication interactions. But the distinguishing characteristic of a romantic-love relationship is its physical-sexual sharing. That sexual sharing, in turn, offers physical and psychological intimacy unobtainable from any other human relationship. ...Those unique physical/psychological intimacies can lead to growing psychuous pleasures.

Friendship is a necessary ingredient of romantic love. Without friendship, no basis for romantic love exists.¹ A romantic-love relationship has all the ingredients of a value-oriented friendship plus the powerful ingredient of physical intimacy and sex. ...Friendship can be more personally intimate and involved than any other human relationship except a romantic-love relationship.² The value of friendships should neither be underestimated nor overestimated. A person can achieve unlimited psychuous pleasures and happiness through romantic love alone, without any

¹Valuable, family-love relationships also develop from a base of friendship.

²A friendship or any human relationship changes irrevocably upon having sexual relations. But a sexual relationship is not synonymous with a romantic-love relationship. Still, a romantic-love relationship must by nature involve sex.

close friend beyond one's love partner. Friendships alone, no matter how valuable or extensive, can never deliver the full spectrum of values and happiness available from a single, friendship-based romantic love.

The following two ingredients will deliver a prosperous, happy life:

1. achieving self-sufficient independence through honest production of competitive values for others
2. achieving psychuous pleasures through romantic love.

In other words, a person needs only his or her productive work and a romantic-love partner for a full-range, prosperous, happy life. But productive work is a basic requirement for achieving romantic love. In that sense, productive work is a cause and romantic love is an effect.

Productive work is the basic requirement for human values. And romantic love and psychuous pleasures are the rewards for achieving those values. ...One cannot experience self-esteem, happiness, and romantic love without productive work. But one can experience self-esteem, happiness, and productive work without romantic love.

Friendship can offer great values and pleasurable experiences. Yet, friendships, especially close friendships, can in certain cases drain valuable time needed for high levels of business, creativity, and achievement. In a demanding business or intensely creative work, a person with a valuable romantic-love partner can often reach higher levels of achievement and happiness with few or no other friends. Friendships, moreover, are subject to errors that can turn into liabilities which drain a person's time, productiveness, efficacy and, thus, happiness. But value-generating, business friendships are generally the happiest, most exciting, most valuable of all relationships, except the romantic-love relationship.

* * *

In the end, reality prevails over life. The total experience of every person's life always moves toward justice as reality asserts itself: Productive, rational individuals increasingly gain prosperity,

love, and happiness from life. Conversely, unproductive, irrational individuals increasingly lose prosperity, love, and happiness — no matter what the surface appearances.

Abstract values of a friendship are normally not negotiable for tangible and material values. Likewise, tangible and material values normally cannot be converted into abstract values. Occasional exceptions do exist. Exceptions occur mainly in romantic-love relationships because the intense physical/ psychological interactions tend to pull abstract values and material values closer together. At times, within a romantic-love relationship, those values can become interrelated. For example, emotional and sexual love provided by one partner can tangibly increase the creative, productive output of the other partner. Likewise, certain tangible values can amplify abstract values. For example, creative and productive accomplishments of one partner can increase the emotional love, sexual exhilaration, and psychuous pleasures of the other partner.

Generally, in a friendship or romantic-love relationship, an exchange of abstract values (be they healthy, neurotic, or a mixture) is taken for granted and occurs naturally. In friendship relationships, much of the abstract value interchange consists of open, casual exchanges of ideas and suggestions — a type of easy two-way communication that often is mutually valuable. Indeed, such exchanges of ideas and suggestions occur in most good conversations between friends or lovers.

Other abstract values exchanged between two people in a valid love or friendship relationship include psychologically pleasing or enhancing reflections, consistent encouragement (especially during difficult times), mirroring various psychological values, understanding feedback of the other's thoughts or activities, and the exchange of practical ideas obtained from each person's unique life experiences.

Sometimes abstract values from a friend or love partner can be beneficially integrated into one's personal life to increase awareness, productivity, and happiness. Generally, abstract values are offered freely, without the thought or expectation of material or tangible payment. In a love or a friendship relationship, no one needs to measure or weigh that natural interchange of abstract values. For that exchange is freely taken and given as a natural,

pleasurable, expected part of any good relationship.

Thus, abstract values cannot be used to pay for material values. For material values must always be fairly traded.¹ Material values represent irreplaceable segments of a person's life, effort, and time required to earn those values. Every productive human being needs to trade (not give away) his or her produced values in order to survive, grow, and be happy. If material and tangible values are not traded mutually and fairly, then a portion of a person's life is sacrificed to another person at the expense of both people. As a result of that unfairness, both happiness and friendship decline.² [Re: "Two Letters about Friendship and Love", pages 379-389; Neo-Tech Reference Encyclopedia.]

Those who misunderstand the nature of friendship or romantic love may try to use abstract values as payment for material values. In doing so, they are exploiting their friendship or love relationships. Such people unjustly extract material values from others for the "privilege" of those others being in their presence. They unilaterally deem their abstract values as payment for tangible and material values. That kind of exploitation, aside from being unjust and parasitical, poisons the relationship.

More important, habitual trading of abstract values for tangible values diminishes that person's ability to produce and deliver tangible values. Such unfair trading leaves that person increasingly incompetent and dependent on others for material or tangible values. ...The potential for friendship, romantic love, and happiness is always the greatest among value-producing men and women who fairly trade tangible and material values in their relationships.

¹Fairly traded, tangible values do not necessarily mean evenly traded, tangible values. Moreover, a highly competent, nonmystical housewife can through integrated thinking and consistent efforts contribute great tangible and material values to her husband's ability to work more efficiently and effectively, thus, generate more values and income. For that, he fairly trades by providing his wife with tangible and material goods.

²If either partner is net destructive to the other, the relationship should end [Re: Concept 95, Neo-Tech Reference Encyclopedia]

Advantage #109
UNDERSTANDING
JUSTICE, GOOD, AND LOVE

Contrary to the pronouncements of most modern linguists and social “scientists”, words and language are primarily tools of thinking, not of communication. But clear thinking would lead to identification of the value destroyers. Thus, professional mystics and neocheaters must constantly attack and debase words and language to prevent clear thinking. For the existences of professional value destroyers depend on obscuring, distorting, and concealing reality in order to perpetuate fuzzy thinking among their victims. To accomplish that obfuscation, the mystics and neocheaters must (1) use words out of context, (2) twist and invert meanings of key words and concepts, and (3) dishonestly build on rationalizations and non sequiturs. ...They develop their own newspeak without regard to honesty.

Honest intellectuals concerned about the decay of language know that twisting and misusing words corrode the tools of thinking. But that is only half the problem. Protecting honesty and language also involves *context*. Powerful thinking requires not only using consistent, exact definitions but also precise, accurate contexts for all words and concepts. To accurately define meanings *and* contexts of important words and concepts is not only central to precise communication, oral or written, but is the key to effective thinking and understanding reality.

By contrast, twisting meanings of key words and using concepts out of context are the primary techniques of professional mystics and neocheaters, especially those in the media. For they exist by distorting or inverting language to deceive others. They invert the meanings of important words in order to rationalize their deceptions, destructions, thefts, use of force, and other irrational, immoral actions. And they do that often under inverted newspeak pretexts of justice, social good, human rights, and “higher” causes.

In seeking honesty and understanding of reality, one must be aware of both definition and context of key words. But neocheating “intellectuals”, in their need to conceal meanings, exert mighty efforts to distort the meaning and invert the context of crucial words such as the following words:

Capitalism	Peace
Consumer	Producer
Ecology	Reality
Good	Rights
Justice	Selfishness
Love	Truth

Words can also represent concepts. The more basic the concept, the greater abstraction and integration is required to fully grasp that concept. The most difficult concepts to grasp in their full, accurate context are the most basic human concepts such as:

Justice
Good
Love

Throughout history, those three basic concepts have been used out of context or inverted in meaning by all professional mystics and neocheaters in their constant need to camouflage their destructive, parasitical existences. When neocheaters speak of justice, they are usually promoting unjust, destructive actions against the value producer, objective values, individual rights, private property, and the means to produce values and achieve happiness. When neocheaters speak of good — the common good or the “higher” good — they are usually promoting destructive altruism designed to usurp or destroy values earned by others. When neocheaters speak of love and brotherhood, they are usually promoting envious, promiscuous, egalitarian schemes designed to cripple competitive value producers and undermine romantic love.

To fully understand the basic concepts of justice, good, and love requires an accurate understanding of human nature relative to reality. That understanding requires integrations of the many specific concepts identified by Neo-Tech. To understand the concept of romantic love, for example, requires understanding the various Neo-Tech/Psychuous concepts needed to understand romantic love in full, accurate context. Because the concepts of *justice*, *good*, and *love* are inextricably linked, all three concepts are fully integrated throughout the Neo-Tech literature.

FACTS AND JUSTICE

In American cities, white neighborhoods are generally safer than black neighborhoods. Throughout history, men have reached greater heights in intellectual, aesthetic, and commercial achievements than have women. In general, Jews are more intelligent, productive, creative and, therefore, more potent in life and sex than people of other religions, nationalities, or races.¹ Are

¹Jews are generally more evolved, moral, productive, intelligent, creative, and potent than other groups of people. Why? Mainly because the Jewish religion is less harmful than religions or mysticisms engulfing other people. The Jewish religion itself is harmful and irrational as are all mystical religions and governments. But, the Judeo ethics project less guilt toward value producers and less malevolence toward human values such as productive effort, sexual pleasures, creativity, self-sufficiency than do the much more virulent, envious ethics of Christianity (especially Roman Catholicism), Islam, and other evilly destructive religions. Also, the Jewish religion is more oriented around respect for self and less around respect for external "authority" such as government. In addition, the post-Renaissance Jewish god has been basically a god of justice as opposed to the Christian god of mercy. (Mercy is arbitrary, subjective, and unjust — the opposite of justice.*) Jewish people, therefore, have been freer to reject other mysticisms and live for their rational best interests. That allows them to more fully and guiltlessly develop their own creative and intellectual capacities to the maximum benefit of themselves, society, and civilization.

The state of Israel, despite its illegal origins, is comprised of individuals — mainly innocent individuals. And Israel today has perhaps the only moral foreign policy among all nations. That policy is based on the profound moral right to self-defense. In fact, a single-purpose foreign policy based entirely on self-defense is the only rational, moral foreign policy possible. For that alone, Israel must be recognized and morally supported.

Twentieth-century Zionism did criminally violate the individual and property rights of some Palestinians. But, most violations of individual and prosperity rights of the Palestinians were done by the Palestinians themselves or their Arab neighbors. The injustices and moral wrongs experienced by those Palestinians forcefully separated from their homes and properties were very real and condemnable, even though the

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those the words of a racist, a chauvinist, a Zionist zealot? Perhaps not if such statements were directed toward or used in judgment of particular individuals. But the statements are made in reference to objective, statistical facts that are real. When those statements are placed in the proper context of being generalized statistics that do *not* characterize any particular individual, they are then validly applicable to *generalized* situations.

If the data are accurate, then in-context inferences from those data are factual and must be considered in order to make honest evaluations and correct decisions. Consider, for example, the provable statistic that in all major U.S. cities a significantly higher

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Palestinians who suffered property losses were financially compensated by Israel.

Today, most Jews are innocent. They are not responsible for past crimes by others. Thus, they cannot be held guilty by association or penalized for the actions of others. But, Jews and Arabs alike who are guilty of objective crimes should be fully prosecuted

“Based on objective principles, justice is an end in itself. The idea behind government “justice” systems is not justice at all, but is the subjective, arbitrary idea of mercy. For mercy serves the neocheater’s need to control others. How mercy only serves the neocheaters is most evident in the ideas behind jailing people: Imprisonment for rehabilitation, correction, or deterrent reasons are mystical notions designed by neocheaters to arbitrarily exercise force over individuals. The only punishments that are moral (including execution for premeditated murder) are those based solely on justice to the victim. Mystics and neocheaters will always hide the concept of justice for it would leave them powerless, stripping them of their major aggression tool for controlling and usurping values from others. For example, with the concept of objective justice, all such victimless-crime and confiscatory-tax laws would be unenforceable because no individual had been previously injured by force, fraud, or coercion to which justice could be addressed. In fact, enforcing such subjective laws is the antithesis of justice in that such laws make problems where none exist in order to unjustly and destructively control others by force or threat of force.

percentage of Blacks than Whites injure and murder people.¹ That is a statistical fact regardless of the reasons or so-called social causes. But to apply that statistical fact to any individual would be out-of-context and unjust because such statistics can not be validly or honestly applied to any particular individual.

On the other hand, to ignore or distort in-context facts is a dishonest evasion of reality. Such dishonest evasions of reality mystically conceal the knowledge required to deal accurately with reality in making effective decisions and judgments. For example, consider if a white or black person is concerned with physical safety for his or her loved ones and property: What if that person had the choice of living in equivalent housing in a predominantly black, depressed community or in a predominantly white, equally depressed community? Basing that choice on facts, that person would choose to live in the white community. Indeed, that person would have made the correct decision without necessarily harboring any bigotry or without acting unjustly or harmfully toward any individual.

Likewise, from factual statistics, a much higher percentage of men than women accomplish major intellectual, artistic, and commercial achievements. Regardless of the causes or reasons, that statistical fact has been true throughout recorded history and is still true today. However, with the increased educational, social, economic, and financial freedoms now available to Western women, the percentage of women attaining high achievement has increased. But the increase is nowhere near the proportion of increased opportunities for women. Women, in general, have not fully utilized their increased freedoms and opportunities. Still, to blindly apply that statistical fact to any individual woman would be unjust, inaccurate, and out of context. But to ignore that statistical fact in its proper, generalized context would be a mystical evasion of reality that could result in serious errors in judgment and thinking needed for honest, accurate business and personal decisions.

Proper in-context generalizations based on accurate facts are necessary to accurately perceive reality, to know what is going

¹References: "Crime in the United States: Uniform Crime Report", issued annually by the FBI; "Crime and Race" M.E. Wolfgang and B. Cohen.

on, and to make correct decisions. On the other hand, a person must never apply statistical data or generalizations to any specific individual. To do so would not only be unjust and dishonest, but would also be inaccurate, misleading, and a mystical distortion of reality.

Conversely, applying individual characterizations to general groups of people would likewise be invalid, unjust, dishonest, misleading, and mystical. To most effectively use the Advantages, one must not only integrate thought with action, but must integrate both in-context generalized facts with in-context specific facts [Re: Table 77, Neo-Tech Reference Encyclopedia].

Advantage #111

NEO-TECH — THE BENEFICENT SOLUTION TO RACISM

As with any feeling or emotion, an unacted-upon racist feeling is not subject to guilt or moral judgment. Mind crimes do not exist, except through the false-guilt ploys of political, religious, and “intellectual” neocheaters. Only when racist feelings are translated into harmful actions does racism become unjust, immoral, guilty. Destructive, government-implemented racism occurs in Zionist Israel and in apartheid South Africa. But much more destructive racism occurs in all Arab, Moslem, and black-African dictatorships as well as in many Asian countries such as the USSR, India, and Red China. But, ironically, the freest countries practicing racism potentially present the most tragic dilemmas:

What is the remedy to Zionist racism that forcibly violates the individual rights of millions of Palestinians? The only moral position is to restore full individual rights to everyone, including the Palestinians. But that would seem to allow even greater violations of individual rights by permitting a much worse, Syrian-like dictatorship or a murderous, Iranian-like theocracy take over.

In principle, Israel’s problem is similar to South Africa’s problem. Both forcibly implement racist policies. But in South Africa, the problem today arises not as much from racism as from the fear that a much worse, murderous racist Leninism would take over. Most rational South Africans, both blacks and whites, fear that ending the current system would allow the worst form of neocheating and mysticism (murderous Marxist-Leninism) to take over and destroy

whatever is good and worsen whatever is bad. An unsolvable dilemma? Not at all. Instead, spectacularly beneficial solutions exist through Neo-Tech: By using Neo-Tech principles, people can explicitly and permanently eliminate initiatory force and fraud by any person, group, or government. In other words, Neo-Tech effectively dismantles the mechanism for government to initiate force or fraud. A Neo-Tech based society has but a single law and responsibility — to protect the individual rights of everyone. [Re: Advantage #82]

Neo-Tech is the solution to racism in South Africa, in Israel, as well as in all fascist, Marxist, and theocratic regimes. For, Neo-Tech collapses force-backed power and laws, leaving that society with the sole power and function to protect the individual rights of everyone — black, white, man, woman, rich, poor, Jew, Palestinian, business person, laborer. Neo-Tech frees individuals from initiatory force, fraud, and destructive oppression. Neo-Tech protects each person's individual and property rights from Marxist-Leninism destruction and other forms of force and coercion.

In South Africa, Israel, and totalitarian nations, Neo-Tech would free victims of force-backed racism and vanquish laws backed by force. In turn, eliminating that mechanism for initiating force would dramatically strengthen self-defense for protecting the individual rights and property of everyone.

Thus, Neo-Tech would eliminate the threat of destruction that now awaits those in South Africa and Israel, especially the value producers and their property. For, Neo-Tech delivers a safe, orderly society of unprecedented prosperity and happiness reaching forever into the future. Neo-Tech is the freedom and inspiration for those still living under force-backed, totalitarian governments. In one stroke, Neo-Tech will end those fears and threats by denuding the professional value destroyers of their power. For Neo-Tech dismantles their mechanisms of initiatory force and coercion. At the same time, Neo-Tech provides iron-clad protection to individual rights.

The choice is (1) a holocaust or (2) the dark ages, or (3) the sunlit world of Neo-Tech. With the worldwide distribution of the Neo-Tech Discovery occurring today in most major languages, the choice will be Neo-Tech. ...For nothing can stop Neo-Tech. Nothing can stop the demise of mysticism and all its symbiotic

neocheaters.

Advantage #112
**VERTICAL THINKING,
HORIZONTAL THINKING,
AND DREAMING**

Vertical thinking is thinking within the known boundaries of knowledge. Vertical thinking is *developmental* thinking that leads to fuller development of knowledge. Integrated vertical thinking develops the depths and richness of life. Many areas of life from business to romantic-love relationships have vast potentials for rewarding development through vertical thinking.

Horizontal thinking is thinking beyond the boundaries of known knowledge. Horizontal thinking is *creative* thinking that leads to new ideas, values, businesses, thoughts, experiences, humor¹. Integrated horizontal thinking yields new areas for vertical development. The combination of horizontal and vertical thinking leads to a never-ending progression of knowledge, values, prosperity, and happiness. Vertical and horizontal thinking are uniquely human attributes that have no limits or bounds. Such consistent, honest thinking propels a person to never-ending knowledge, prosperity, romantic love, and happiness.

In a Neo-Tech society, all individuals are free to think and function to their fullest. Being free from mystics and neocheaters, individuals guiltlessly become responsible for their own lives, thinking, actions, well-being, and happiness.² ...What happens when vertical and horizontal thinking combine with

¹Effective humor is created through horizontal thinking on formulating surprising, unexpected ways to look at something. The swinging back and forth from the expected and conventional to the new and unexpected is the essence of humor [Re: Concept 109 in the Neo-Tech Reference Encyclopedia].

²Except for the moral responsibility to one's dependent children, no one is morally responsible for anyone else's life, well-being, or happiness [Re: Concept 102, Neo-Tech Reference Encyclopedia]. Yet, throughout history, professional mystics and neocheaters have duped the value producer into believing that he or she is responsible for supporting them — the non-producers, the parasites, the value destroyers, the mystics, the neocheaters.

rational action? Happiness and romantic love evolve from an ever-upward spiral of earned power and prosperity.

[Re: The concept of vertical versus horizontal thinking originated from Edward DeBono, *New Think*, Basic Books, N.Y.]

Dreaming — Thinking in Reverse

Dreaming is the thinking process in reverse: Dreaming is the mind's garbage-disposing process. Dreams help purge the mind of unintegrated clutter, mysticism, and meaningless non sequiturs absorbed while awake. Thus, contrary to the mystical notions of Freud, dreams have no meanings or connections to reality. And dream "analysis" is nothing more than feeding regurgitated clutter back into the mind. Plus, the more mysticism and non sequiturs that crowd the mind, the more frequent and nightmarish dreams become. Then subsequent dreams increasingly lose their therapeutic, garbage-disposal effects. If the mind becomes increasingly loaded with mystical notions, one's dreams grow less effective in purging and protecting the mind from clutter. The mind then becomes unable to store, integrate, or function efficiently enough to let that person live as a happy, intelligent, productive, conscious being.

Advantage #113

UTOPIAS REJECTED

THE BEST PERIOD OF HISTORY — NOW

Left-wing, right-wing, conservative, and "liberal" views all stem from the same reactionary, Platonistic root. All are dependent on dishonest mysticism and all are philosophically entrenched in the neocheating ploys of sacrifice and altruism. Such altruistic philosophies are contrary to human nature and well-being. Social utopias extrapolated from any altruistic premise are by nature Platonistic, destructive, and totalitarian. Such utopias depend on

¹Most of the past and present doomsayers (such as Plato, Thomas Malthus, Adolph Hitler, Paul Ehrlich, Julian Huxley, Paul Kurtz, Margaret mead, Ralph Nader, Luther Evans, B.F. Skinner) use dishonest projections of freeman destroying himself. But those projections are false non sequiturs used to promote the neocheaters' own value-usurping utopias. Such utopias are not

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sacrifice, force, coercion, controls, and doomsday predictions.¹ With those conditions, the individual's best interests are always subjugated to the utopian "higher" causes. Thus, being continuously neocheated and drained by utopian rulers, the individual becomes less and less able to produce competitive values for others and society.

By contrast, in a Neo-Tech society, the individual is free to function according to his or her biological nature in becoming more and more productive for others and society. The natural happiness and freedom in a Neo-Tech society starkly contrasts to socialistic utopias. In such utopias, individuals are compelled to sacrifice their value-producing competence and efficacy to the altruistic, "higher" causes of utopian rulers. [Re: Table 79, Neo-Tech Reference Encyclopedia] Only in a noncoercive Neo-Tech society are productive individuals free to function according to their nature in order to achieve maximum prosperity, psychuous pleasures, and happiness by delivering maximum values to society.

Although altruistic, anti-individualism is still growing throughout the world, today stands as the most exciting, enlightened period of all history. For the first time in history, an inescapable matrix of Neo-Tech knowledge is available to collapse mysticism and replace every neocheating system with a free, prosperous Neo-Tech society.¹ Productive individuals will then reign free and supreme to experience endlessly growing prosperity, romantic love, and abiding happiness. ...The best time of all history is now!

(footnote continued from previous page)

only totalitarian by nature, but would be boring, static societies frozen **by force** around some predescribed "ideal". Such utopias would block the exciting, never-ending discoveries that naturally occur through advances in knowledge, technology, and art by productive individuals in a non-utopian, free society.

¹In a Neo-Tech society, the *only* actions that are prohibited are the use of initiatory force, coercion, or fraud against any individual. That prohibition is upheld by ostracism as well as the right to use retaliatory, self-defense force or legal action against any initiator of force, coercion, or fraud.

YOUTH-REJUVENATING IMMORTALITY NOW

(Also see Appendix F and Neo-Tech V)

Animals live, age, and die without choice, according to their environment and biological nature. That no-choice situation does not exist for human beings. Only human beings have the choice and power to control nature. People can learn to continuously expand the value of their lives. They do that by increasingly developing knowledge and productivity to experience increasing earned power, prosperity, and happiness. Likewise, people can learn how to continuously extend their biological/psychological lives through Neo-Tech knowledge, technology, and business. Youth-rejuvenating immortality is the supreme moral achievement for conscious beings as their individual lives become increasingly valuable with increasing age, knowledge, and experience.

Life can be immortal. Today, for the first time, no one has to age and then die — intellectually, psychologically, or physically. With current technology, free of mysticism and neocheating, commercial biological immortality for conscious beings is possible in a decade or less by not one but by several different scientifically feasible routes. Indeed, youth-perpetuating biological immortality will be quickly accomplished when the current anti-life, mystical/ neocheating cultures are collapsed by Neo-Tech. With that collapse, the professional mystics and neocheaters will lose their power. In their place will rise a Neo-Tech/Neothink society in which the life of the individual is revered as the supreme value in the universe. [Re: Concept 116, Table 51, Neo-Tech Reference Encyclopedia].

In a Neo-Tech/Neothink society, self-rejuvenation of and/or exact-replica replacement of body parts, including the entire body could be possible in less than ten years through already known biological techniques and future nanotechnologies. Today, however, the primary problem of achieving youth-rejuvenating immortality is *not* medical or technical, but is philosophical. ...With Neo-Tech curing the always terminal disease of mysticism, conscious life will change from always terminal to forever eternal.

Biological immortality could be achieved quickly in an unregulated, free-enterprise, Neo-Tech atmosphere. That business atmosphere of fully integrated thinking and honesty would boom

commercial research seeking maximum profits from rejuvenation developments and immortality services. Non-aging biological immortality would have the widest market and maximum value of any commercial product or service possible to conscious beings.

Yet, the enormous commercial and moral incentives to achieve human immortality remain unrecognized because of the prevailing, mystical, anti-life philosophies and the neocheating “authorities” whose control over value production prevent the motivation and freedom for producers to develop biological immortality.

Absolute I-ness immortality accomplished by creating a perfectly restorable conscious mind and sense of self (I-ness) would have a profound psychological impact on every productive human being: Imagine the impact of planning one’s own life for the next 300 years. Imagine the time that would be available to build accomplishments, careers, and interests. Imagine if one’s life span were suddenly expanded to 300 years, 1000 years, 10,000 years. Imagine the value and respect placed on human lives that forever increased in value. ...Current technology indicates that such definitive, biological immortality would be both scientifically and technically possible in less than a decade in a free society that recognizes individual consciousness as the supreme value in the universe.

Pending further technological development, biological immortality would include the transfer of one’s consciousness and sense of one’s self (I-ness) into genetically identical entities (e.g., to blank or tabula-rasa brains in cloned bodies). Neo-Tech V lists other routes to non-aging biological immortality feasible within the scope of current technology. Neo-Tech Pincer Movement #1, volume #2, Guns-and-Fists Newsletter #3-2 also demonstrates why the concept of cryonics is axiomatically flawed, guarantees death, and plays a negative role toward achieving I-ness immortality.

The Value of Life: Einstein and the Factory Worker

If Einstein — or just his brain — could have been kept functioning after his death, imagine the additional benefits that mind would have bestowed on society: Is not that the main motivation for and value of immortality? Is not that the moral purpose of biological immortality?

No, absolutely not. That is an altruistic view that stymies the effort, motivation, and moral mandate needed to develop commercial I-ness immortality with in our generation.

The entire purpose, motivation, and goal of biological immortality is not so a brain can continue to serve some “higher” cause, but so the flesh-and-blood individual, from an Einstein to a productive factory worker, can continue to physically enjoy life and create happiness for his or her own self and loved ones by continually producing values for others. As a result (*not* a purpose), the immortal individual will increasingly benefit others an society as that person becomes increasingly knowledgeable, experienced, and efficient at producing competitive values desired by others.

The value of Einstein’s or anyone else’s life is meaningful only to one’s own flesh-and-blood life and living happiness, not to some society or “higher” cause.

**Why Do So Many People
Not Want to Live Forever?**

**Because They Fail to Earn Guiltless
Prosperity, Love, and Happiness
Needed to Experience the
Passion to Live and Love Forever**

The more people let mysticism influence their lives, the more they become unknowledgeable, undermine values, grow lazy, lose happiness, dislike life. With increasing mysticism, they become increasingly incompetent to earn honest values, power, love, and happiness. In addition, the more people accept mysticism, the more neocheaters can manipulate them. And the more manipulated and less successful one becomes, the more painful and difficult life becomes until the idea of living forever becomes abhorrent, even terrifying. ...Only people who purge themselves of hateful, destructive mysticism can earn the values, power, and happiness needed to experience the passion to live and love forever.

Unstoppable Neo-Tech

Professional mystics and neocheaters have perfected and

perpetuated their hoax of inverted values for the past 2000 years. But today, Neo-Tech is in forward motion around the world. The Neo-Tech matrix is spreading. It is unstoppable, irreversible, and will collapse the entire destructive hoax of mysticism. No mystic or neocheater can stop Neo-Tech from eliminating mysticism and its symbiotic neocheaters.

Happiness Forever

With life ageless and immortal, mystic-free conscious beings can forever experience growing prosperity, love, happiness, and life itself through productive work, romantic love, psychuous pleasures, and I-ness immortality. ...The moral purpose of all conscious life would then be met — increasing happiness forever.

