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Urban Legends Uncovered: An Investigation into the Truth Behind the Myths by Mark Barber

Are urban legends no more than harmless tales of modern folklore, or is there something more sinister lurking beneath the surface? Urban Legends Uncovered investigates to reveal the truth behind the legends. From campfire classics that send shivers down the spine to the paranoia that followed the events of 9\11, this compelling book takes us through hundreds of chilling stories from Classic Horror, Crime and Netlore. Analysis of each legend looks at how it originated and what effect it has had. Marvel at how the creators of The Blair Witch Project used the power of urban legends as a clever marketing tool, and how Churchill and Hitler used urban legends in their wartime propaganda campaigns to play mind games with each other. Learn how urban legends are manufactured to target large corporations such as Microsoft and McDonalds, and how hoax e-mails and computer viruses have almost brought businesses and governments to their knees. How and why do urban legends exist? Have they been created or manipulated for political, propaganda, or marketing reasons? Don't let a good story stand in the way of the truth! [« Close](#)

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Fantastic Read!!!!!!!!!!

5 / 5 Mr. C. Robinson "Robbo" (London) - 12 January 2007
An excellent book, it was a pleasure to read.

Really fascinating read

5 / 5 littleowl1412 (Surrey, England) - 7 March 2007
This book made a fascinating introduction to a subject I'd never given much thought to before. Once you've read it you realise where all the horror films got their plots from! It's a really accessible, easy read which you can dip into or read all in one go.

The book is divided into a variety of subjects, from the kind of scary stories that everyone shared in the playground, to the up to date conspiracy theories about major corporations ... [Read Full Review »](#)

A very good read and insightful take on Urban Legends

5 / 5 S. Wren "Sam Wren" (Bisley, UK) - 21 September 2007
This is a very well put together book with excellent knowledge of current and pre-existing Urban Legends. This shows how quickly Conspiracy Theories take over fact and enter the mainstream. Excellent book and I thoroughly recommend it.

Brilliant and informative

5 / 5 C. Hurmson "superhurm" (West Midlands, England) - 15 July 2008
I thought this was a very well written book, it focuses on many of the well-known urban legends and also some of the lesser-known ones. I read this book in just 2 sittings as I found it really difficult to put down. Barber uses language to effectively communicate with the reader, unlike some books I have read on the same subject which are written in an almost clinical way. The fact that there is a website linked ... [Read Full Review »](#)

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