

EVIL, GOODNESS, & CREATING ACTIVE BYSTANDERSHIP

A MEMOIR

ERVIN STAUB

DESCRIPTION

Evil, Goodness, and Creating Active Bystandership shares the remarkable journey of Ervin Staub, a scholar and actor in the world whose early life was shaped by surviving the Holocaust in Hungary and growing up under communism. After escaping Hungary and immigrating to the US, he received a PhD from Stanford, going on to teach at Harvard, Stanford, and the University of Massachusetts.

Pursuing a lifelong commitment to prevent evil and promote goodness, Staub studied the roots of caring, helping, and mass violence and worked to move children and adults to care for others and be "active bystanders" who respond to the need for help. He has promoted reconciliation in Rwanda after a genocide; peace between ethnic and Muslim Dutch in Amsterdam; police officers training to prevent unnecessary violence by fellow officers; and more. Through concrete stories and real-life experiences, *Evil, Goodness, and Creating Active Bystandership* offers practical ways to create a more peaceful, harmonious, and connected world, even in our turbulent times.

KEY SELLING POINTS

- *Evil, Goodness, & Active Bystandership* describes practical tools to promote caring and prevent violence.
- Ervin Staub's memoir shares his inspiring journey from Holocaust survivor and other intense life events to activist in preventing group violence and promoting caring and helping.
- Staub has influenced reconciliation in varied countries and police training in the US and beyond.
- Ervin Staub is a highly respected scholar featured in varied major media who gave many talks around the world.
- Staub has extensive connections to organizations and people that can be engaged and expanded.
- The author is an expert on altruism, and on group violence and its prevention.
- The memoir inspires adults and the children they raise to be caring and to work for a harmonious world.
- The memoir will help people understand and address current conditions in the U.S.

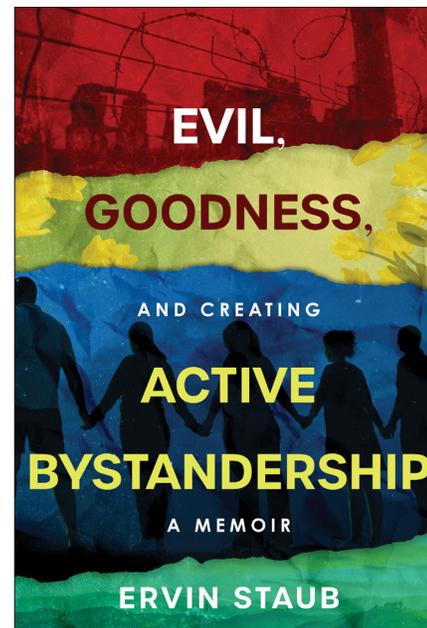
MARKETING

- *Evil, Goodness, & Active Bystandership* will be promoted on author's website and Facebook, LinkedIn, X and Bluesky social media platforms.
- Reviews & endorsements will be collected through current relationships while networking with new influencers, genre blogs and niche media.
- An email marketing campaign will be sent using author's contact lists.
- Author will participate in book tours, talks, and book signings.

AUTHOR BIO



Ervin Staub, PhD, survived the Holocaust as a young child and at eighteen escaped from communist Hungary, then received a PhD at Stanford and taught at Harvard, the University of Massachusetts, and Stanford. He has published six books, including *The Roots of Evil: The Origins of Genocide and Other Group Violence* and *The Roots of Goodness and Resistance to Evil*, and edited/coedited four more. He has also published many articles and book chapters and written blogs for *Huffington Post*, *Psychology Today*, and Oxford, appeared on TV and radio, and his work has been widely reviewed in the media.



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**BIOGRAPHY & AUTOBIOGRAPHY / Social
Activists**

AUDIENCE

- Psychologists--personality, social, clinical, child psychologists
- Genocide scholars, and every person and organization concerned with hostility and violence between groups and how to prevent it
- Organizations that promote children's development
- Organizations that aim to raise caring, effective, well functioning children

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