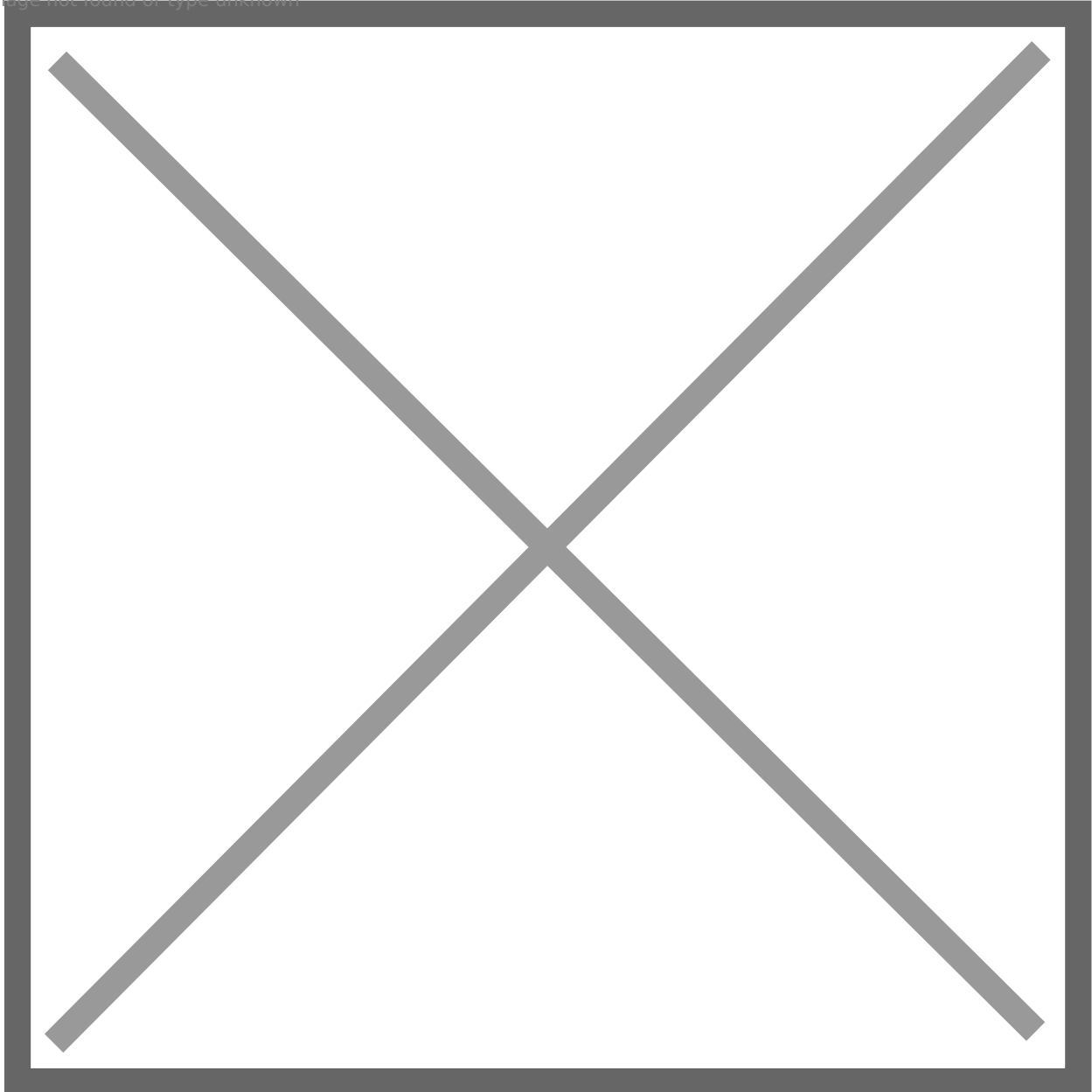


# **\$toicism, Broicism, and stoicismM**

**Post by "Don" of June 14, 2026 at 10:37 AM**

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## [The Stoicism Scam](#)

Exposing a Colossal Bait and Switch Trick  
[open.substack.com](http://open.substack.com)

A Pyrrhonist on Substack joins in the "Stoics aren't Stoics" debate head-on in some blunt language.

I do think a number of items in his list are either Epicurean in source or Epicurean in practice.

I had also not seen stoicism before, but evidently it was coined by [Massimo Pigliucci](#)?