



The Swastika: Symbol Beyond Redemption?

Steven Heller

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"Force[s] even the most sophisticated to rethink and rework their ideas of how images work in the world."--School Library Journal.* Traces the history of the swastika, from religious symbol to reviled symbol * More than 175 illustrations * Powerful examination of the impact of one graphic symbol on society. This acclaimed examination of the most powerful symbol ever created is now available in paperback. The rise and fall of the swastika, and its mysteries and misunderstandings, are fully explained and explored. Readers will be captivated by the twists and turns of the symbol's fortunes, from its pre-Nazi religious and commercial uses, to the Nazi appropriation and misuse of the form, to its contemporary applications as both a racist and an apolitical logo. In a new afterword, author Steven Heller discusses the controversy around ideas to ban the symbol and public reaction to the book since it was first published. This is a classic story, masterfully told, about how one graphic symbol can endure and influence culture for generations.

Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.



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