



# The Swastika: Symbol Beyond Redemption?

*Steven Heller*

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## **The Swastika: Symbol Beyond Redemption?** Steven Heller

This is the first incisive and revealing exploration of the meaning, mysteries, and misunderstanding of the most powerful symbol in the history of mankind. The book analyzes the swastika's pre-Nazi religious and commercial uses in all of its varied permutations, the Nazi appropriation and misuses of the form, and its contemporary applications as both a racist and an apolitical icon. Tracing the symbol to its beginnings in antiquity, the author explores the myth and cult of swastika lore and its evolving use as a commercial trademark and logo, then speculates on the future of the symbol in two final, thought-provoking chapters, "The Swastika Revisited: Today and Tomorrow" and "Hitler's Children: Rock and Roll."

Steven Heller, a New York Times senior art director, AIGA Journal of Graphic Design editor, and author of more than seventy books, lives in New York.

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