

# CONTENTS

<i>List of figures</i>	ix
<i>Preface</i>	xi
Introduction	1
<b>PART I</b>	
<b>Advocacy: The Nazi brand and its protagonists</b>	<b>13</b>
1 Was there a Nazi brand?	15
2 Political marketing managers of the Reich: A chaos theory of government	26
<b>PART II</b>	
<b>Operational: Implementing the Nazi brand</b>	<b>57</b>
3 Promotion: Political marketing communication: the ministry of illusion	59
4 Product, Adolf Hitler: The ersatz kaiser	105
5 Packaging of the Reich: The politics of consumption and the consumption of politics	136
6 Place: political marketing channels: The entrepreneurship of the public space	194

**PART III**

**Legacy: The implications of the Nazi brand** **253**

7 Hitler our contemporary: Brand heritage: the Reich as a power brand 255

8 Was Adolf Hitler ahead of his time? A review of comparative self-presentation 264

Epilogue: the Führer and the Donald: The ghost of a resemblance? 277

*Index* 282