

CONTENTS

Acknowledgments	VII
Introduction: What Hate Looks Like	XI
PART I: DEVOLUTION OF A SYMBOL	1
1. Symbol Beyond Redemption?	5
2. From Prehistory to History	15
3. Benign Design	31
4. Folk, Myth, Occult, Nazis	47
PART II: OLD SIGNS, NEW LOGOS	79
5. Heil, Heil, Rock 'n' Roll	83
6. Revival and Resurgence	97
7. Torches, Colored Shirts, Memes	125
8. Camouflaging the Alt-Right	161
9. Redemption Impossible	169
Postscript: Alternate Reality	181
Selected Bibliography	185
Index	189