



Selling under the Swastika: Advertising and Commercial Culture in Nazi Germany

Pamela Swett

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Selling under the Swastika is the first in-depth study of commercial advertising in the Third Reich. While scholars have focused extensively on the political propaganda that infused daily life in Nazi Germany, they have paid little attention to the role played by commercial ads and sales culture in legitimizing and stabilizing the regime. Historian Pamela Swett explores the extent of the transformation of the German ads industry from the internationally infused republican era that preceded 1933 through the relative calm of the mid-1930s and into the war years. She argues that advertisements helped to normalize the concept of a "racial community," and that individual consumption played a larger role in the Nazi worldview than is often assumed. Furthermore, *Selling under the Swastika* demonstrates that commercial actors at all levels, from traveling sales representatives to company executives and ad designers, enjoyed relative independence as they sought to enhance their professional status and boost profits through the manipulation of National Socialist messages.

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