



shows posters made for war propaganda from both sides of the conflict. The posters give the reader a glimpse of how the other side viewed itself and its enemy. I am totally against fascist regime in Nazi Germany, Italy, and Imperial Japan, but to see their war posters, I sensed they really believed that they were fighting against a greater evil. The question is, what if we lost? Would we be portrayed as the evil capitalist empire on a mission to exploit the entire world?

"A lush catalog exquisitely conceived and rendered." *The New York Times* This essential publication features a wide selection of the most eye-catching and iconic examples from the internationally renowned poster collection at the Imperial War Museum in London. More than 300 superb full-color illustrations of hard-hitting propaganda and groundbreaking graphic art encompass unforgettable images such as Alfred Leetes *Your Country Needs You* as well as documentary photographs and additional material drawn from the world of advertising. Through these posters, James Aulich, an international expert on posters and graphic design, examines the social, political, ethnic, and cultural aspirations of America, Britain, Northern Ireland, Germany, France, the Netherlands, Belgium, Russia, Austria, Hungary, and the Czech Republic. Covering topics as diverse as advertising in World War I, the Bolshevik Revolution, the Spanish Civil War, Germany and Occupied Europe in World War II, anti-nuclear campaigns, and Vietnam, the book is a comprehensive and invaluable resource for anyone interested in graphic design or modern history. 300+ illustrations

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