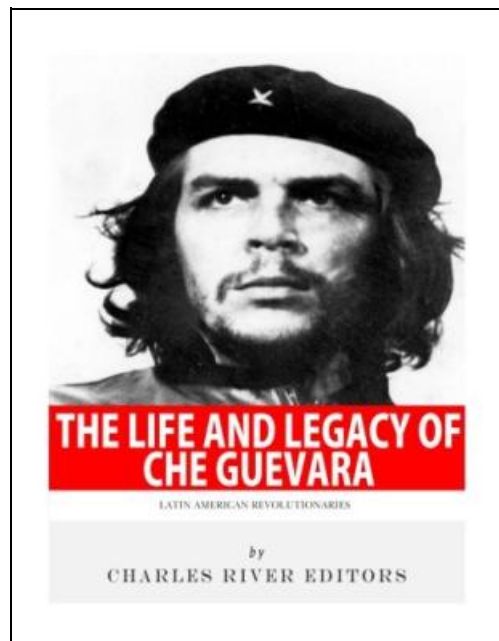


Latin American Revolutionaries: The Life and Legacy of Che Guevara (Paperback)



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Reviews

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(Miss Vernie Schimmel)

LATIN AMERICAN REVOLUTIONARIES: THE LIFE AND LEGACY OF CHE GUEVARA (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Large Print. Language: English. Brand new Book. *Includes a list of Che's most memorable quotes. *Includes pictures of Che and important people, places, and events in his life. *Analyzes Che's enduring legacy. *Includes a Bibliography for further reading. "The revolution is not an apple that falls when it is ripe. You have to make it fall." - Che Guevara Ernesto Guevara de la Serna, known to the world as Che, has led two lives. In the first of these lives, the Argentine-born revolutionary was a remarkable and flawed doctor-turned-guerilla who left behind a highly controversial political legacy. In the second, he was - and is - first and foremost an image. Specifically, he is one particular image in which he appears as a wavy-haired, bearded young man with a beret and an intense gaze. The photograph, entitled Guerrillero Heroico and taken on March 5, 1960 by Cuban photographer Alberto Korda, is said to be the most reproduced image in the history of photography. Although Che's face, as captured by Korda, first achieved its global iconic status during the student revolts of the 1960s, it has subsequently reappeared again and again as a branding device for a wide array of products. Korda himself brought a copyright lawsuit against Smirnoff Vodka for using Guerillero Heroico in an advertising campaign, and since Korda's 2001 death his daughter has gone to court with several other companies. There is little market for the type of revolution that Che advocated and pursued, but the aura of rebellion that his image exudes still carries a notable sway. The current status of Che Guevara, then, is paradoxical. The political platform he advocated as a communist revolutionary has been almost universally repudiated and only maintains a weak hold even...



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