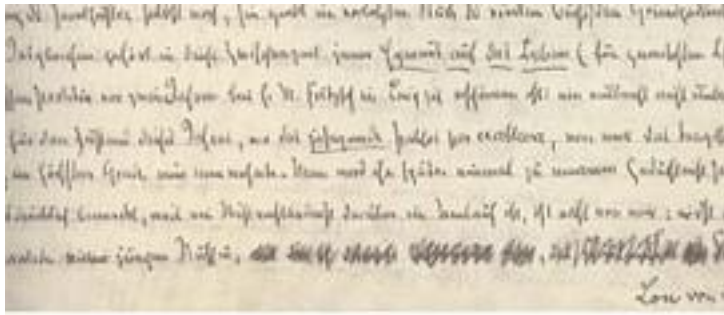


# The Overman in the Marketplace



## THE OVERMAN IN THE MARKETPLACE

NIETZSCHEAN HEROISM IN POPULAR CULTURE  
ISHAY LANDA



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The Overman in the Marketplace explores the emergence and significance of "a Nietzschean heroic model" in twentieth-century popular culture, some notable examples of which are such pop culture icons as James Bond, Tarzan, Hannibal Lecter and Ayn Rand's heroes. Taking on the nineteenth-century romantic rebellion against realism, the Nietzschean hero becomes a crusader against the perceived leveling-down of mass society. The bourgeois, realistic hero is ousted in favor of a neo-aristocratic hero who roams beyond good and evil, no longer bound to any universalistic mission, in fact doing all he can to repel the rising tides of egalitarianism. This engaging book aims at integrating the analysis of Nietzschean heroism into a comprehensive social and ideological critique. The Overman in the Marketplace is a captivating text that will appeal to those interested in philosophy and popular culture.

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