



Che's Afterlife: The Legacy of an Image

Michael J. Casey

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In 1960, Cuban photographer Alberto Korda captured fabled revolutionary Ernesto “Che” Guevara in what has become history's most reproduced photo. Here Michael Casey tells the remarkable story of this image, detailing its evolution from a casual snapshot to an omnipresent graphic—plastered on everything from T-shirts to vodka to condoms—and into a copyrighted brand. As Casey follows it across the Americas and through cyberspace, he finds governments exploiting it and their dissenters attacking it, merchants selling it and tourists buying it. We see how this image is, ultimately, a mercurial icon that still ignites passion—and a reflection of how we view ourselves.

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