



Why Arnold Matters: The Rise Of A Cultural Icon

Michael Blitz, Louise Krasniewicz

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After nearly thirty years in the public eye, Arnold Schwarzenegger's rise to fame and fortune--and statesmanship--represents a celebrity the likes of which we've never seen before. As co-authors and longtime collaborators Blitz and Krasniewicz argue in this humorous but heady book, it is not just a matter of his transformation from bodybuilder to megastar to politician. Nor is his governorship of California just a matter of another actor assuming the position. Instead, at the beginning of the 21st century, "Arnoldness" has spread into every corner of our culture. More than a name, more than a spectacular career, he has become a set of ideas--an ultramodern take on the quintessential American dream. Having followed the cult of Arnold for twenty years, Blitz and Krasniewicz are uniquely qualified to illuminate his growing hold on our collective imagination. As an adjective, as a metaphor, as an easy reference point for anyone talking about things tough, forceful, and successful, they'll explain exactly why Arnold matters--and for better or worse, richer or poorer, America may never be the same.

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