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By Ayn Rand



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The Return of the Primitive: The Anti-Industrial Revolution By Ayn Rand

In the tumultuous late 60s and early 70s, a social movement known as the "New Left" emerged as a major cultural influence, especially on the youth of America. It was a movement that embraced "flower-power" and psychedelic "consciousness-expansion," that lionized **Ho Chi Minh** and **Fidel Castro** and launched the Black Panthers and the Theater of the Absurd. In **Return Of The Primitive** (originally published in 1971 as **The New Left**), **Ayn Rand**, bestselling novelist and originator of the theory of Objectivism, identified the intellectual roots of this movement. She urged people to repudiate its mindless nihilism and to uphold, instead, a philosophy of reason, individualism, capitalism, and technological progress. Editor **Peter Schwartz**, in this new, expanded version of **The New Left**, has reorganized Rand's essays and added some of his own in order to underscore the continuing relevance of her analysis of that period. He examines such current ideologies as feminism, environmentalism and multiculturalism and argues that the same primitive, tribalist, "anti-industrial" mentality which animated the New Left a generation ago is shaping society today.



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Review

"Ayn Rand is destined to rank in history as the outstanding novelist and most profound philosopher of the twentieth century." --*New York Daily Mirror*

"Ayn Rand is a writer of great power. She has a subtle and ingenious mind and the capacity of writing brilliantly, beautifully, bitterly." --*New York Times Book Review*

About the Author

Born February 2, 1905, **Ayn Rand** published her first novel, *We the Living*, in 1936. *Anthem* followed in 1938. It was with the publication of *The Fountainhead* (1943) and *Atlas Shrugged* (1957) that she achieved her spectacular success. Rand's unique philosophy, Objectivism, has gained a worldwide audience. The fundamentals of her philosophy are put forth in three nonfiction books, *Introduction to Objectivist Epistemology*, *The Virtues of Selfishness*, and *Capitalism: The Unknown Ideal*. They are all available in Signet editions, as is the magnificent statement of her artistic credo, *The Romantic Manifesto*.

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